

Marketing Major: *Advertising and Digital Media* (Last Revised 01/2025)

Required Business Core (42 hours)

		Credit
STAT 1772	Introduction to Statistical Methods (50 on ALEKS)	3 hrs.
ECON 1041	Principles of Macroeconomics	3 hrs.
ECON 1051	Principles of Microeconomics (c- or better in ECON 1041)	3 hrs.
ECON 1011	Statistics for Business Analytics (STAT 1772 <u>OR</u> equivalent)	3 hrs.
ECON 2090	Decision Analytics (STAT 1772 <u>OR</u> equivalent; prerequisite or corequisite: MGMT 2080 <u>OR</u> PHYSICS 1701)	3 hrs.
ACCT 2120	Principles of Financial Accounting (Sophomore standing)	3 hrs.
ACCT 2130	Principles of Managerial Accounting (Sophomore standing; C- or better in ACCT 2120)	3 hrs.
MGMT 2080	Introduction to Information Systems	3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
FIN 3130/5130	Corporation Finance (Junior standing; Wilson College of Business Admittance; ACCT 2120; ECON 1011; ECON 1041; ECON 1051; STAT 1772 <u>OR</u> equivalent)	3 hrs.
MGMT 3100	Legal & Social Environment of Business (Junior standing; Wilson College of Business Admittance)	3 hrs.
MGMT 3154	Operations Management (Junior standing; Wilson College of Business Admittance; ACCT 2120; MGMT 2080; ECON 1011; ECON 2090; STAT 1772 <u>OR</u> equivalent)	3 hrs.
MGMT 3965	Organizational Behavior (Junior standing; Wilson College of Business Admittance)	3 hrs.
MGMT 4175	Strategic Management (Senior standing; completion of rest of College of Business Core)	3 hrs.

Marketing Major Requirements (9 hours)

		Credit
MKTG 3113/5113	Consumer Behavior (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3116/5116	Marketing Analytics (Junior standing; MKTG 2110; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 2090; ECON 1031 or ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 4170/5170	Marketing Strategy (Senior standing; MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 2090; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.

Advertising and Digital Media Emphasis (6 hours)

		Credit
MKTG 3143	Advertising and Promotion (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3146	Digital Advertising (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.

+ Marketing Electives (3 hours)

		Credit
ENTR 3583/5583	Entrepreneurship (Junior standing; Business Majors; Admittance into the Wilson College of Business) (Non-Business Majors; ENTR 2010)	3 hrs.
MKTG 4150	Advertising Campaign Development (Senior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051; MKTG 3143 <u>OR</u> MKTG 3146 <u>OR</u> instructor approval) (Spring only)	3 hrs.
MKTG 4595*	Marketing Internship (Senior standing; MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 2090; ECON 1031 <u>OR</u> ECON 1041; 2.5 UNI GPA or better)	3 hrs.*
MKTG 3148	Digital Customer Experience (MKTG 2110 or consent of instructor) (Fall only)	3 hrs.

Professional Readiness Requirements (0 hours)

Credit

BUSINESS 1000	Introductory Seminar for Business Professionals	0 hrs.
BUSINESS 2000	Business Professionals in Training (Business 1000)	0 hrs.

Professional Readiness Recommended (0 hours)

BUSINESS 3000	Intermediate Professional Skills (Business 2000)	0 hrs.
BUSINESS 4000	Advanced Professional Skills (Business 3000)	0 hrs.

***Special Note on 4595 – Marketing Internship**

Students may earn up to 8 semester hours of credit in 4595 Marketing Internship. However, only 3 hours will count towards an Emphasis Area. The hours earned beyond 3 apply to University Electives.

Other Marketing Courses

The following courses are not accepted for credit toward the Marketing major, but they may be applied towards the 18 hours of University Electives needed to graduate:

MKTG 3179	Cooperative Education: Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041; 2.50 UNI GPA or better)	1-12 hrs.
MKTG 4198	Independent Study (Junior standing; Department Head approval; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	1-6 hrs.

DOUBLE MAJORS/MINORS POLICY for MARKETING

Marketing majors may declare a double major and/or major and minor within the Wilson College of Business, subject to the regulations imposed by those Wilson College of Business departments affected. Marketing majors may declare additional Wilson College of Business majors in one or more of the following areas only: Accounting, Business Teaching, Economics (any emphasis), Finance, Management, MIS and Real Estate. Marketing majors minoring with the Wilson College of Business must select these minors: Finance, International Business/Business, Real Estate/Business, Economics, or Business Communications. A total cumulative or UNI cumulative GPA of 2.5 is required to declare a double major and/or minor in business.

ADMISSION STANDARDS

STUDENTS SEEKING A MAJOR IN ACCOUNTING, BUSINESS TEACHING, ECONOMICS (BUSINESS ECONOMICS EMPHASIS), FINANCE, REAL ESTATE, MANAGEMENT, HUMAN RESOURCE MANAGEMENT, SUPPLY CHAIN MANAGEMENT, BUSINESS ANALYTICS, MANAGEMENT INFORMATION SYSTEMS, OR MARKETING MUST BE ADMITTED TO THE WILSON COLLEGE OF BUSINESS AND MEET ALL COURSE PREREQUISITES BEFORE TAKING UPPER-DIVISION (3000/4000-LEVEL) WILSON COLLEGE OF BUSINESS COURSES.

Students are eligible for admission to the Wilson College of Business upon completion of the following requirements:

1. 30 Cumulative Semester hours of college credit
2. C- or better in the following Business Core Courses:
 - a. ECON 2090 Decision Analytics OR ECON 1011 Statistics for Business Analytics and
 - b. ECON 1041 Principles of Macroeconomics
3. C- or better in an **approved** English composition course.
4. Total or UNI* cumulative GPA of at least 2.50 on all university-level courses
5. Declaration of Curriculum form filed with the Office for Professional Distinction (CBB 5)

GRADUATION STANDARDS

1. A cumulative UNI GPA of 2.20 or better.
2. A cumulative GPA of 2.20 or better for all Wilson College of Business courses (ACCT, ENTR, MKTG, MGMT, FIN, ECON) taken at UNI.
3. Earn at least 50% of their business credit hours required for the major at UNI.

Copies of the Wilson College of Business admission policy and graduation requirements can be obtained from the office for Professional Distinction, CBB 5 (tel: 319-273-2144) and can be found online at <http://business.uni.edu/advising>.

SUGGESTED PROGRAM of STUDY for MARKETING MAJORS

Meet with an advisor to make an official Program of Study

Freshman Year

Fall

ECON 1041 Prin. of Macroeconomics	3 hrs.
UNIFI / Electives (particularly STAT 1772) Preparatory Mathematics, if needed	
MATH 0100 or MATH 1110 or MATH 1140	12 hrs.
BUSINESS 1000 Introductory Seminar for Bus. Prof.	0 hrs.
Total semester hours	15 hrs.

Spring

ENGLISH 1005 College Writing & Research	3 hrs.
ECON 1011 Statistics for Business Analytics	3 hrs.
ECON 1051 Prin. of Microeconomics	3 hrs.
UNIFI/Electives	6 hrs.
Total semester hours	15 hrs.

Sophomore Year

Fall

ACCT 2120 Prin. of Financial Acct.	3 hrs.
MGMT 2080 Intro. to Info. Systems	3 hrs.
UNIFI/Electives	9-10 hrs.
BUSINESS 2000 Bus. Prof. in Training	0 hrs.
Total semester hours	15-16 hrs.

Spring

ACCT 2130 Prin. of Managerial Acct.	3 hrs.
ECON 2090 Decision Analytics	3 hrs.
MKTG 2110 Principles of Marketing	3 hrs.
UNIFI/Electives	6-7 hrs.
Total semester hours	15-16 hrs.

Junior Year

Fall

MKTG 3113 Consumer Behavior	3 hrs.
MGMT 3100 Legal & Social Environment	3 hrs.
MGMT 3965 Organizational Behavior	3 hrs.
UNIFI/Electives	6 hrs.
Total semester hours	15 hrs.

Spring

MKTG 3116 Marketing Analytics	3 hrs.
MGMT 3154 Operations Mgmt.	3 hrs.
MKTG 3000 Marketing Emphasis	3 hrs.
UNIFI/Electives	6 hrs.
Total semester hours	15 hrs.

Senior Year

Fall

FIN 3130/5130 Corp. Finance	3 hrs.
MKTG 3000 Marketing Elective	3 hrs.
UNIFI/Electives	8 hrs.
Total semester hours	14 hrs.

Spring

MGMT 4175 Strategic Management	3 hrs.
MKTG 3000 Marketing Emphasis	3 hrs.
MKTG 4170/5170 Marketing Strategy	3 hrs.
UNIFI/Electives	6 hrs.
Total semester hours	15 hrs.



TENTATIVE SCHEDULE of MARKETING COURSES

This schedule of courses can be a helpful guide to plan the courses needed to complete the Marketing major. It is important to check the current official university schedule of classes for courses actually offered in a particular semester. The schedule listed is tentative, since actual offerings are influenced by uncontrollable factors such as university funding, student interest, and faculty expertise, all of which may not be certain, as far in advance, as when this guide was prepared.

Course Number	Title	(Semester Offered)		
		Fall	Spring	Summer
MKTG 2110	Principles of Marketing	Yes	Yes	Yes
MKTG 3113	Consumer Behavior	Yes	Yes	No
MKTG 3116	Marketing Analytics	Yes	Yes	No
MKTG 4170	Marketing Strategy	Yes	Yes	No
MKTG 3143	Advertising & Promotion	Yes	Yes	No
MKTG 3146	Digital Advertising	Yes	Yes	No
MKTG 3148	Digital Customer Experience	Yes	No	No
MKTG 3153	Personal Selling	Yes	Yes	No
MKTG 3154	Sales Management	No	Yes	No
MKTG 3155	Business to Business Marketing	Yes	No	No
MKTG 3156	Services Marketing	No	No	No
MKTG 3163	Distribution & Logistics	No	Yes	No
MKTG 3166	Retail Management	No	No	No
MKTG 3173	Product Management	Yes	No	No
MKTG 3176/5176	Global Marketing	Yes	Yes	No
MKTG 3178	Global Trade Practices	No	No	No
MKTG 3179	Cooperative Education: Marketing	Yes	Yes	Yes
ENTR 3583/5583	Entrepreneurship	Yes	Yes	No
ENTR 3586/5586	Entrepreneurial Strategy	Yes	Yes	No
MKTG 3595	Value Based Pricing	No	No	No
MKTG 4150	Advertising Campaign Development	No	Yes	No
MKTG 4595	Marketing Internship	Yes	Yes	Yes
MKTG 4198	Independent Study	Yes	Yes	Yes

