

**Marketing Major: *Global Marketing Emphasis*** (Last Revised 2/2018)

<b>Required Business Core (39 hours)</b>		<b>Credit</b>
ECON 1041	<b>Principles of Macroeconomics</b>	3 hrs.
ECON 1051	<b>Principles of Microeconomics</b> (ECON 1041)	3 hrs.
ECON 1011	<b>Statistics for Business Analytics</b> (STAT 1772 <u>OR</u> equivalent)	3 hrs.
ECON 1021	<b>Decision Analytics</b> ( STAT 1772 <u>OR</u> equivalent)	3 hrs.
ACCT 2120	<b>Principles of Financial Accounting</b> (Sophomore standing)	3 hrs.
ACCT 2130	<b>Principles of Managerial Accounting</b> (Sophomore standing; C- or better in ACCT 2120)	3 hrs.
MGMT 2080	<b>Introduction to Information Systems</b>	3 hrs.
MKTG 2110	<b>Principles of Marketing</b> (Sophomore standing; CBA Admittance; (ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
FIN 3130/5130	<b>Corporation Finance</b> (Junior standing; CBA Admittance; ACCT 2120; ECON 1011; ECON 1041; ECON 1051)	3 hrs.
MGMT 3153	<b>Organizational Management</b> (Junior standing; CBA Admittance)	3 hrs.
MGMT 3100	<b>Legal &amp; Social Environment of Business</b> (Junior standing; CBA Admittance)	3 hrs.
MGMT 3154	<b>Operations Management</b> (Junior standing; CBA Admittance; ACCT 2120; ACCT 2130; MGMT 2080; ECON 1011; ECON 1021)	3 hrs.
MGMT 4175	<b>Business Policy &amp; Strategy</b> (Senior standing; completion of rest of CBA Core)	3 hrs.

<b>Marketing Major Requirements (9 hours)</b>		<b>Credit</b>
MKTG 3113/5113	<b>Consumer Behavior</b> (MKTG 2110; ECON 1031 OR ECON 1041; Junior standing)	3 hrs.
MKTG 3116/5116	<b>Marketing Research</b> (MKTG 2110; MGMT 2080; STAT 1772 or equivalent; ECON 1011; ECON 1021; ECON 1031 or ECON 1041; Junior standing)	3 hrs.
MKTG 4170/5170	<b>Marketing Strategy</b> (MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 or equivalent; ECON 1011; ECON 1021; ECON 1031 or ECON 1041; Senior standing)	3 hrs.

<b>Global Marketing Emphasis (9 hours)</b>		<b>Credit</b>
MKTG 3176	<b>Global Marketing</b> (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)	3 hrs.
MKTG 3178	<b>Global Trade Practices</b> (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)	3 hrs.

**+ Marketing Electives (3 hours)**

MKTG 4595	<b>Marketing Internship</b> (MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 or equivalent; ECON 1011; ECON 1021; ECON 1031 or ECON 1041; Senior standing; 2.5 UNI GPA or better) OR the successful completion of an approved Study Abroad Marketing course	3 hrs.*
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**Professional Readiness Requirements (0 hours)**

**Credit**

BUSINESS 1000	<b>Introductory Seminar for Business Professionals</b>	0 hrs.
BUSINESS 2000	<b>Business Professionals in Training</b>	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	<b>Cooperative Education: Marketing</b> (MKTG 2110; ECON 1031 or ECON 1041; 2.50 UNI GPA or better)	1-12 hrs.
MKTG 4198	<b>Independent Study</b> (MKTG 2110; ECON 1031 or ECON 1041; Junior standing; Department Head approval)	1-6 hrs.

**Suggested Program of Study for Marketing Majors**

**Freshman Year**

<b>Fall</b>		<b>Spring</b>	
ECON 1041 Prin. of Macroeconomics	3 hrs.	ENGLISH 1005 College Writing & Research	3 hrs.
Liberal Arts Core / Electives (particularly STAT 1772)		ECON 1011 Statistics for Business Analytics	3 hrs.
Preparatory Mathematics, if needed		ECON 1051 Prin. of Microeconomics	3 hrs.
MATH 0100 or MATH 1110 or MATH 1140	12 hrs.	Liberal Arts Core/Electives	6 hrs.
BUSINESS 1000 Introductory Seminar for Bus. Prof.	0 hrs.		
<b>Total semester hours</b>	<b>15 hrs.</b>	<b>Total semester hours</b>	<b>15 hrs.</b>

**Sophomore Year**

<b>Fall</b>		<b>Spring</b>	
ACCT 2120 Prin. of Financial Acct.	3 hrs.	ACCT 2130 Prin. of Managerial Acct.	3 hrs.
ECON 1021 Decision Analytics	3 hrs.	MGMT 2080 Intro. to Info. Systems	3 hrs.
Liberal Arts Core/Electives	9-10 hrs.	MKTG 2110 Principles of Marketing	3 hrs.
BUSINESS 2000 Bus. Prof. in Training	0 hrs.	Liberal Arts Core/Electives	6-7 hrs.
<b>Total semester hours</b>	<b>15-16 hrs.</b>	<b>Total semester hours</b>	<b>15-16 hrs.</b>

**Junior Year**

<b>Fall</b>		<b>Spring</b>	
MKTG 3113 Consumer Behavior	3 hrs.	MKTG 3116 Marketing Research	3 hrs.
MGMT 3100 Legal & Social Environment	3 hrs.	MGMT 3154 Operations Mgmt.	3 hrs.
MGMT 3153 Organizational Mgmt.	3 hrs.	MKTG 3000 Marketing Emphasis	3 hrs.
Liberal Arts Core/Electives	6 hrs.	Liberal Arts Core/Electives	6 hrs.
<b>Total semester hours</b>	<b>15 hrs.</b>	<b>Total semester hours</b>	<b>15 hrs.</b>

**Senior Year**

<b>Fall</b>		<b>Spring</b>	
FIN 3130/5130 Corp. Finance	3 hrs.	MGMT 4175 Business Policy & Strategy	3 hrs.
MKTG 3000 Marketing Elective	3 hrs.	MKTG 3000 Marketing Emphasis	3 hrs.
Liberal Arts Core/Electives	8 hrs.	MKTG 4170/5170 Marketing Strategy	3 hrs.
		Liberal Arts Core/Electives	6 hrs.
<b>Total semester hours</b>	<b>14 hrs.</b>	<b>Total semester hours</b>	<b>15 hrs.</b>

**UNI'S OVERALL B.A. DEGREE CREDIT HOUR REQUIREMENTS**

Required Liberal Arts Core	45
Required Business Core	39
Required Marketing Major Core	9
Marketing Emphasis Area (pick 1 of 4)	9
<u>University Electives</u>	<u>18</u>
Total UNI Credit Hours	120

**CBA Admission and Graduation**

Students wishing to major in Marketing are considered Pre-Marketing majors until they are formally admitted to the College of Business Administration (CBA). Business majors are not permitted to take any Department of Marketing courses until they have been formally admitted to the CBA. In addition, all 3000/4000-level Marketing courses **except** MKTG 2110-Principles of Marketing, require the completion of 60 hours of credit.

The requirements for admission and graduation may be obtained from UNIBusiness Advising, located in the College of Business Administration, CBB 5, 319-273-2144.

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**Double Majors/Minors Policy/Marketing**

Marketing majors may declare a double major and/or major and minor within the College of Business Administration, subject to the regulations imposed by those CBA departments affected. Marketing majors may declare additional CBA 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 CBA 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.

**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	Yes
MKTG 3116	Marketing Research	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 3153	Personal Selling	Yes	Yes	No
MKTG 3154	Sales Management	Yes	Yes	No
MKTG 3156	Services Marketing	Yes	No	No
MKTG 3163	Distribution & Logistics	Yes	Yes	No
MKTG 3166	Retail Management	No	Yes	No
MKTG 3173	New Product Management	Yes	No	No
MKTG 3176/5176	Global Marketing	Yes	Yes	No
MKTG 3178	Global Trade Practices	Yes	Yes	No
MKTG 3179	Cooperative Education: Marketing	Yes	Yes	Yes
MKTG 3583/5583	Entrepreneurship	Yes	No	No
MKTG 3586/5586	Entrepreneurial Strategy	No	Yes	No
MKTG 3595	Value Based Pricing	No	Yes	No
MKTG 4150	Advertising Campaign Development	No	Yes	No
MKTG 4595	Marketing Internship	Yes	Yes	Yes
MKTG 4198	Independent Study	Yes	Yes	Yes