

# Marketing 2012-13

Requirements for Fall 2012, Spring 2013, Summer 2013

*This form is a planning tool only. To confirm specific graduation requirements, consult your degree audit on ISIS.*

<b>I. General Education* (22-32 sh)</b>		
	sh	grade
RHET:1030 Rhetoric	4	
ENGL:1200 Interpretation of Literature (prereq: RHET:1030)	3	
World Language**	0-10	
Historical Perspectives	3	
International and Global Issues	3	
Values, Society, and Diversity	3	
Natural Sciences (lab not required)	3	
Social Sciences (excluding ECON:1100 and ECON:1200)	3	
Subtotal (I) _____		
*If you entered UI prior to Summer 2011, check your degree audit for specific req's. **The fourth-level proficiency in a single world language or the second-level proficiency in two different languages.		
<b>II. Prerequisites Required for admission 2013 or after (15 sh)</b>		
MATH:1380 Calculus and Matrix Algebra for Business (prereq: MATH:1340 or satisfactory score on placement exam)	4	
STAT:1030 Statistics for Business (prereq: MATH:1005)	4	
ECON:1100 Principles of Microeconomics	4	
ACCT:2100 Introduction to Financial Accounting (req: 30 sh)	3	
Subtotal (II) _____		
<b>III a. Business Core Required to declare major (7 sh)</b>		
ECON:1200 Principles of Macroeconomics	4	
ACCT:2200 Managerial Accounting (prereqs: ACCT:2100, ECON:1100, MATH:1380)	3	
Subtotal (III a) _____		
<b>III b. Business Core (24 sh)</b>		
MSCI:2000 Computer Analysis	3	
ECON:2800 Statistics for Strategy Problems (prereqs: MATH: 1380, STAT:1030)	3	
MGMT:2000 Introduction to Law (req: 30 sh)	3	
MGMT:2100 Introduction to Management (req: 30 sh)	3	
BUS:3000 Business Communication and Protocol (prereq: RHET:1030, admission to TCOB. Must be taken first year in TCOB.	3	
FIN:3000 Introduction to Financial Management (prereqs: ACCT:2200, ECON:1100, ECON:1200, 60 sh earned)	3	
MKTG:3000 Introduction to Marketing Strategy (prereq: ECON:1100, 60 sh earned)	3	
MSCI:3000 Operations Management (prereq: STAT:1030, pre/coreq: MSCI:2000, 60 sh earned)	3	
Subtotal (III b) _____		

<b>IV. Marketing Major Requirements (20 sh)</b>		
<b>Required Major Courses*</b>	sh	grade
MKTG:3100 Marketing Research (prereqs: MKTG:3000, ECON:2800)	3	
MKTG:3200 Consumer Behavior (prereq: MKTG:3000)	3	
MKTG:3600 Prof. Prep. in Marketing (prereq: MKTG:3000)	2	S/U
<b>Senior capstone course:</b>		
MKTG:4500 Marketing Management (must be taken at Iowa) (prereqs: MKTG:3100, 3200, MKTG elective from the list below, and 90 sh earned)	3	
Subtotal (IV) _____		
<b>Choose <u>three</u> additional electives from the following:</b>		
MKTG:3300 Web Business Strategy (prereq: MKTG:3000)	3	
MKTG:3400 Retail Strategies (prereq: MKTG:3000)	3	
MKTG:3500 Direct Marketing Strategies (prereq: MKTG:3000)	3	
MKTG:3701 Marketing Institute Field Studies (prereqs: MKTG:3000, MKTG:3700, admitted to Marketing Institute)	3	
MKTG:4000 Contemporary Topics in Marketing (prereq: MKTG:3000) Repeatable; can be used only once in the major	3	
MKTG:4100 Advertising Theory (prereq: MKTG:3000)	3	
MKTG:4200 Sales Management (prereq: MKTG:3000)	3	
MKTG:4250 Marketing and Sustainability (prereq: MKTG:3000)	3	
MKTG:4300 International Marketing (prereq: MKTG:3000)	3	
MKTG:4800 Field Studies in Marketing (prereqs: MKTG:3000, MKTG:3100)	3	
Subtotal (IV) _____		
*Open to declared business majors with all prerequisites, ECON:1200 and ACCT:2200 completed. Two-thirds of the major hours must be completed at Iowa.		
<b>V. Electives (to bring total to 120 sh)</b>		
	sh	grade
Subtotal (V) _____		
Note: Elective hours may be business or non-business, as needed.		

### **Additional Graduation Requirements:**

Note: totals on your degree audit for semester hours, GPA, and residence requirements (#1-#11) do **not** include current registration.

- \_\_\_\_\_ **120 Total Hours** (see #2 on degree audit)
- \_\_\_\_\_ **48 Business Hours** (see #4 on degree audit)  
 Includes all courses offered by TCOB including all ECON (except ECON:1100 and ECON:1200) and all ENTR courses. 24 business hours must be taken at Iowa. (See #6 on degree audit).
- \_\_\_\_\_ **60 Non-Business Hours** (see #8 on degree audit)  
 Includes all courses not offered by TCOB and ECON:1100 and ECON:1200
- \_\_\_\_\_ **College of Business Residency** (see #11 on degree audit)  
 30 sh at UI after admission to the College of Business.
- \_\_\_\_\_ **GPA Requirement** (see #1, #3, #5, #7, #9, #10 on degree audit)  
 2.0 (average) GPA in all courses, UI courses, business courses, UI business courses, major courses, and UI major courses.
- \_\_\_\_\_ **Degree Application**  
 Submit degree application on ISIS after registering for final semester. The Registrar's Office determines if all requirements are met.

### **Standard Admission Requirements**

- \_\_\_\_\_ Complete a minimum of 12 graded UI semester hours
- \_\_\_\_\_ Complete 4 prerequisite courses (II) with a grade of C or higher
- \_\_\_\_\_ Earn a UI, cumulative, and prerequisite GPA of 2.75 or higher
- \_\_\_\_\_ Submit online application, resume, and personal statement by the deadline: October 1 for spring or March 1 for fall.
- \_\_\_\_\_ Complete *Admit One* orientation program in semester admitted.

## Typical 4-Year Schedule for the Marketing Major

First Year (0-29 hrs.)			
1 <sup>st</sup> Semester	sh	2 <sup>nd</sup> Semester	sh
RHET:1030 Rhetoric	4	ENGL:1200 Interpretation of Literature	3
MATH:1380 Calculus & Matrix Algebra for Business	4	STAT:1030 Statistics for Business	4
Social Science (excluding ECON:1100 and 1200)	3	ECON:1100 Principles of Microeconomics	4
Historical Perspectives	3	Non-Business Elective	3
	14	Non-Business Elective	1
			15
Second Year (30-59 hrs.)			
1 <sup>st</sup> Semester	sh	2 <sup>nd</sup> Semester	sh
Values, Society, and Diversity	3	ACCT:2200 Managerial Accounting	3
ECON:2800 Statistics for Strategy Problems	3	MGMT:2000 Introduction to Law	3
ECON:1200 Principles of Macroeconomics	4	MSCI:2000 Computer Analysis	3
ACCT:2100 Introduction to Financial Accounting	3	International and Global Issues	3
Natural Sciences (lab not required)	3	Non-Business Elective	3
	16		15
Third Year (60-89 hrs.)			
1 <sup>st</sup> Semester	sh	2 <sup>nd</sup> Semester	sh
MKTG:3000 Introduction to Marketing Strategy	3	MKTG:3600 Professional Prep in Marketing	2
BUS:3000 Business Communication and Protocol*	3	MKTG:3100 Marketing Research	3
MGMT:2100 Introduction to Management	3	MKTG:3200 Consumer Behavior	3
Elective	3	Elective	3
Non-Business Elective	3	Non-Business Elective	4
	15		15
Fourth Year (90+hrs.)			
1 <sup>st</sup> Semester	sh	2 <sup>nd</sup> Semester	sh
Marketing Elective	3	MKTG:4500 Marketing Management	3
Marketing Elective	3	Marketing Elective	3
FIN:3000 Introduction to Financial Management	3	MSCI:3000 Operations Management	3
Elective	3	Non-Business Elective	3
Non-Business Elective	3	Non-Business Elective	3
	15		15

\*BUS:3000 must be taken in the first year after admission to the College of Business except for Direct Admits, who take this course their second year.

### Related Web Sites

**Marketing Department:** <http://tippie.uiowa.edu/marketing/>

**Course Syllabi:** <http://www.tippie.uiowa.edu/syllabi/>

**Career Information:** <http://www.careers.uiowa.edu/majors/kit/>

**Internship Info:** <http://www.careers.uiowa.edu/internships.html>

### Individualized Plan of Study

Fall

Spring

Summer

Fall

Spring

Summer