

This form is a planning tool only— Consult your degree audit on MyUI to see all degree requirements.

General Education (21 - 31 s.h.)		s.h.
World Language: 4th level in one language or 2nd level in two languages		0-10
Historical Perspectives		3
Interpretation of Literature		3
Natural Sciences (lab not required)		3
Diversity & Inclusion		3
<i>Required for students admitted to the UI starting FA21 or later</i>		
Values & Culture		3
International & Global Issues		3
Social Sciences (excluding ECON:1100 & ECON:1200)		3
Prerequisites Required for standard admission (18 s.h.)		
RHET:1030 Rhetoric required General Education course		4
MATH:1350 Quant. Reasoning for Bus. (MATH:1005 w/ C- or ALEKS 55)		4
STAT:1030 Statistics for Business		4
ECON:1100 Principles of Microeconomics		4
BAIS:1500 Business Computing Essentials		2
Business Core Part I Required to declare major (7 s.h.)		
ECON:1200 Principles of Macroeconomics		4
ACCT:2100 Financial Accounting		3
<i>(15 s.h. Tippie students; 30 s.h. non-Tippie students)</i>		
Business Core Part II (26 s.h.)		
ACCT:2200 Managerial Accounting (ACCT:2100; ECON:1100; MATH:1350)		3
BUS:2200 Foundations for Success in Bus. rec. before Pro. Prep. for your intended major, S/U graded		1
MGMT:2000 Intro. to Law (30 s.h.)		3
MGMT:2100 Intro. to Management (30 s.h.)		3
BAIS:2800 Foundations of Business Analytics		3
<i>(MATH:1350, STAT:1030, BAIS:1500)</i>		
BAIS:3005 Information Systems (BAIS:1500 or CS:1020) 8 weeks		2
BAIS:3000 Operations Mgmt. (STAT:1030) 8 weeks		2
FIN:3000 Intro. Financial Mgmt. (ACCT:2100, ECON:1100 & 1200)		3
MKTG:3000 Intro. to Marketing Strategy		3
BUS:3000 Bus. Comm. & Protocol (RHET:1030, admission to Tippie)		3
Tippie RISE (0-3 s.h.)		
<i>Complete at least one of the following; see degree audit for course options</i>		
Research with Faculty		0-3
Internship Course (i.e. BUS:3100 S/U graded or CCP:1201 S/U graded)		0-3
Study Abroad		3
Experiential Course (must be completed at UI)		3

Marketing Major Requirements (22 s.h. total)		s.h.
Two-thirds of the major s.h. must be completed in MKTG and UI.		
Common requirements (10 s.h.)		
MKTG:3050 Professional Prep. in Mktg. (co-req: MKTG:3000) S/U graded		1
MKTG:3100 Marketing Research ^{RISE} (MKTG:3000, BAIS:2800)		3
MKTG:3200 Consumer Behavior (MKTG:3000)		3
MKTG:4500 Marketing Capstone <i>Must be taken at UI. (MKTG:3000, 3050, 3100, 3200 & 1 more MKTG course above 3100, 90 s.h.)</i>		3
Marketing electives (12 s.h.)		
MKTG:3101 Marketing Metrics (MKTG:3000 & 3100)		3
MKTG:3102 Marketing Analytics (MKTG:3000 & 3100)		3
MKTG:3400 Retail Strategies (MKTG:3000)		3
MKTG:3401 Merchandise Management (MKTG:3000)		3
MKTG:3600 Product & Pricing (MKTG:3000) fall only		3
MKTG:3605 Strategic Brand Positioning (MKTG:3000) spring only		3
MKTG:3701 MKTG Institute Field Studies ^{RISE} fall only (MKTG:3000 & 3700, admission to Marketing Institute)		2
MKTG:4101 Integrated Marketing Communications (MKTG:3000)		3
MKTG:4200 Sales Management (MKTG:3000)		3
MKTG:4201 Professional Selling (MKTG:3000)		3
MKTG:4250 Marketing & Sustainability ^{RISE} (MKTG:3000)		3
MKTG:4300 International Marketing (MKTG:3000)		3
MKTG:4400 Digital Marketing (MKTG:3000)		3
MKTG:4405 Marketing Sales and Promotion (MKTG:3000)		3
Offered intermittently:		
MKTG:3103 Advanced Marketing Research ^{RISE} (MKTG:3000 & MKTG:3100)		3
MKTG:3300 Web Business Strategy (MKTG:3000)		3
MKTG:4000 Contemporary Topics in Marketing (MKTG:3000) Repeatable, but can be used only once in the major.		3
MKTG:4410 Consumer Relationship Management (MKTG:3000)		3
MKTG:4800 Marketing Consulting Project ^{RISE} (MKTG:3000 & 3100)		3
MKTG:4999 Honors Thesis in Marketing (BUS:1999)		3
Review the MKTG toolkit about concentrations (strategic combinations of major electives to support your career interest)		
Marketing Toolkit: https://guides.lib.uiowa.edu/c.php?g=1148391		
Marketing Communication & Strategy: MKTG:4101 (Integrated Marketing and Communications) and MKTG:4400 (Digital Marketing)		
Marketing Research & Analytics: MKTG:3101 (Marketing Metrics) and MKTG:3102 (Marketing Analytics)		
Product & Brand Management: MKTG:3600 (Product & Pricing) and MKTG:3605 (Strategic Brand Positioning)		
Professional Sales Management: MKTG:4200 (Sales Management) and MKTG:4201 (Professional Selling)		
Retailing & E-Commerce: MKTG:3400 (Retail Strategies) and MKTG:3401 (Merchandise Management)		

Sample Four-Year Plan

First Year (0-29 s.h.)			
1st Semester	s.h.	2nd Semester	s.h.
MATH:1350 Quantitative Reasoning for Business	4	STAT:1030 Statistics for Business	4
RHET:1030 Rhetoric	4	ECON:1100 Principles of Microeconomics	4
General education	3	BAIS:1500 Business Computing Essentials	2
General education	3	General education	3
CSI:1600 Success at Iowa	2	General education	3
	16		16
Second Year (30-59 s.h.)			
1st Semester	s.h.	2nd Semester	s.h.
ACCT:2100 Intro. to Financial Accounting	3	ACCT:2200 Managerial Accounting	3
ECON:1200 Principles of Macroeconomics	4	BAIS:2800 Foundations of Business Analytics	3
MGMT:2000 Intro. to Law	3	MKTG:3000 Intro. to Marketing Strategy	3
General education	3	General education**	3
BUS:2200 Foundations for Success in Business	1	Minors ; certificates ; non-business; electives	3
	14		15
Third Year (60-89 s.h.)			
1st Semester	s.h.	2nd Semester	s.h.
MKTG:3050 Professional Prep. in Mktg.	1	Marketing elective course	3
MKTG:3100 Marketing Research	3	Marketing elective course	3
MKTG:3200 Consumer Behavior	3	BAIS:3000 Operations Mgmt.	2
BUS:3000 Bus. Comm. & Protocol	3	BAIS:3005 Information Systems	2
General education	3	MGMT:2100 Intro. to Management	3
Non-business; electives	2	Minors ; certificates ; non-business; electives	3
	15		16
Fourth Year (90-120 s.h.)			
1st Semester	s.h.	2nd Semester	s.h.
Marketing elective	3	MKTG:4500 Marketing Capstone	3
Marketing elective	3	Minors ; certificates ; non-business; electives	3
FIN:3000 Intro. to Financial Mgmt.	3	Minors ; certificates ; non-business; electives	3
Minors ; certificates ; non-business; electives	3	Minors ; certificates ; non-business; electives	3
Non-business; electives	2	Non-business; electives	2
	14		14

*Students are required to complete 52 s.h. of non-business course work. Courses with a prefix of ACCT, BAIS, BUS, ECON, ENTR, FIN, MGMT, MSCI, MKTG will not count towards non-business hours. Check degree audit at #8.

**Diversity and Inclusion General Education- Required for students admitted to the UI starting FA21 or later