

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

<b>General Education</b> (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
Values & Culture		3
International & Global Issues		3
Social Sciences (excluding ECON:1100 & ECON:1200)		3
Diversity & Inclusion		3
<i>Required for students admitted to the UI starting FA21 or later</i>		
<b>Prerequisites</b> 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
<b>Business Core Part I</b> Required to declare major (7 s.h.)		
ECON:1200 Principles of Macroeconomics		4
ACCT:2100 Financial Accounting (15 s.h. Tippie students; 30 s.h. non-Tippie students)		3
<b>Business Core Part II</b> (26 s.h.)		
ACCT:2200 Managerial Acct. Analytics & Data Visualization (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
<b>BAIS:2800 Foundations of Business Analytics</b> (MATH:1350, STAT:1030, BAIS:1500)		3
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
<b>MKTG:3000 Intro. to Marketing Strategy</b>		3
BUS:3000 Bus. Comm. & Protocol (RHET:1030, admission to Tippie)		3
<b>Tippie RISE</b> (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

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

## Sample Four-Year Plan

First Year (0-29 s.h.)			
1 <sup>st</sup> Semester	s.h.	2 <sup>nd</sup> 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.)			
1 <sup>st</sup> Semester	s.h.	2 <sup>nd</sup> Semester	s.h.
ACCT:2100 Intro. to Financial Accounting	3	ACCT:2200 Managerial Acct. Analytics and Data Visualization	3
ECON:1200 Principles of Macroeconomics	4	<b>BAIS:2800 Foundations of Business Analytics</b>	3
MGMT:2000 Intro. to Law	3	<b>MKTG:3000 Intro. to Marketing Strategy</b>	3
General education	3	General education**	3
BUS:2200 Foundations for Success in Business	1	<a href="#">Minors</a> ; <a href="#">certificates</a> ; non-business; electives	3
	14		15

Third Year (60-89 s.h.)			
1 <sup>st</sup> Semester	s.h.	2 <sup>nd</sup> Semester	s.h.
<b>MKTG:3050 Professional Prep. in Mktg.</b>	1	<b>Marketing elective course</b>	3
<b>MKTG:3100 Marketing Research</b>	3	<b>Marketing elective course</b>	3
<b>MKTG:3200 Consumer Behavior</b>	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	<a href="#">Minors</a> ; <a href="#">certificates</a> ; non-business; electives	3
	15		16

Fourth Year (90-120 s.h.)			
1 <sup>st</sup> Semester	s.h.	2 <sup>nd</sup> Semester	s.h.
<b>Marketing elective</b>	3	<b>MKTG:4500 Marketing Capstone</b>	3
<b>Marketing elective</b>	3	<a href="#">Minors</a> ; <a href="#">certificates</a> ; non-business; electives	3
FIN:3000 Intro. to Financial Mgmt.	3	<a href="#">Minors</a> ; <a href="#">certificates</a> ; non-business; electives	3
<a href="#">Minors</a> ; <a href="#">certificates</a> ; non-business; electives	3	<a href="#">Minors</a> ; <a href="#">certificates</a> ; 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