MARKETING		2008-2009 Catalog					Name		
College of Business and Economics		9/19	9/08			Advisor		T	
This worksheet is intended to be used as	a guida to th	a aurriaulur	n raquirama	ate for earning a R S Ru	siness dea	raa undar f	ha 2008	00	
General Catalog. Refer to the Catalog for	-		_	_	_		ne 2008-	09	
	•	1		, , , , , , , , , , , , , , , , , , ,	1				
□ GPA Requirement Sati									
□ Major Requirements S		.							
□ Core Curriculum Requ		Satisfied		□ UI Core	□ State	e Board	Core		
□ General Core Studies	Satisfied							T	
						Credit	Earned	Sem/	
CORE CURRICULUM						Hours	Credits	Year	
Communication:									
Comm 101 - Fundamentals of Public S	peaking					2			
English Composition:		7 101	: , G.	T/ACT \					
Engl 102 - College Writing and Rheto	ric (prereq is E	ang 101 or ap	ppropriate SA	1/AC1 score)		3			
Natural and Applied Sciences:	(For III Core	must have to	wo with labe	or one with lab and one CO	RS For				
Select two from Degree Audit choices. (For UI Core, must have two with labs or one with lab and one CORS. For State Board Core, must have at least one with lab.)					KS. Pol	4			
If Envs 101 is taken here, it also satisfies the CBE Environmental related course requirement.						3 or 4			
						7 or 8			
Mathematics: Math placement based on SAT/ACT so	ores Must ha	ve 3 credits b	nevond Math	108 excluding Math 160	70 and				
175. MATH 143 prereq to MATH 160			ocyona main	100, excluding Main 100,	170 and	3			
<u> </u>	•								
				Total Core Curriculum	n Credis	<u>15-16</u>			
GENERAL CORE STUDIES									
Please refer to Degree Audit for lists of ap									
□ Social Science Requirement - (Core Discovery, Fresh Year, for UI Core) or (SS elective for State Board Core)						3 or 4			
Humanities Requirement - (Core Discovery, Fresh year, for UI Core) or (Hum elective for State Board Core)					3				
☐ International Course (Required for UI Core Only)						3 or 4			
☐ Additional Course in Humanities (can be satisfied by Phil 103)						3			
□ Additional Course in Social Science (can be satisfied by Econ 201, 202 or 272)					3 or 4				
Additional Course in Social Science or	Humanities (c	an be satisfie	ed by CBE Se	nior Capstone, Bus 490)		<u>3</u>			
			Tot	al General Core Studies	Credits	18-21		-	
			100	ar General Core Simures	Creatis	10 21			
G III E CRECUL									
Special Rules For CBE Students * Before proceeding to any upper div	rision courses	(300-400 lev	el Acct Fcon	or Rus) students in the (Callege of I	Rusiness and	d Econom	nice mue	
complete and pass at least 58 semester									
below.									
	T		1 1						
Note: Non-CBE majors must have com	pleted 58 total	credits before	re proceeding	to upper division courses,	but are exe	mpt from the	e 2.35 rule) .	
Predictor Courses	Hours	Grade	Points	TRANSFER STUI	DENT				
Accounting 201 & 202	3+3	Grade	1 omes	Credits Transfer					
Blaw 265	3			Date of Evalu					
Economics 272 or 201 & 202	4 or 3 + 3			Evalu					
Statistics 251 TOTALS	3 14-18			Prior De	egree:			-	
IOIALS	14-10								
	1	•	<u>ı </u>						
		[>2.35]				II		
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	E COMMON BROCK AM REQUIREMENTS.	Credit	Earned	
	E COMMON PROGRAM REQUIREMENTS:	Hours	Credits	Year
	Bus 100/101 - The Business Profession	1 or 3		
	Comm 101 - Fundamentals of Public Speaking (Communications)	2		
	Phil 103 - Ethics (Humanities)	3		
	Literature Elective - 1 Class, see Degree Audit for choices.	3		
	Environmental Related Course - 1 Class, see Degree Audit for choices.	3		
	Additional Writing Course - 1 Class in Engl 207 or 208 or 209 or 313 or 317	3		
	Math Course - 3 Credits in Math 130 through 399	3		
	(Math 143 preferred, prereq to Math 160. Math 130 only to be taken upon successful completion of Math 160)			
	Calculus Course - 1 Class in Math 160 (prereg is Math 143 or appropriate SAT/ACT score)	4		
	Statistics Course - Stat 251 (prereq is Math 143 or higher)	3		
	Accounting 201 - Intro to Financial Accounting	3		
	Accounting 202 - Intro to Managerial Accounting	3		
	BLaw 265 - Legal Environment of Business	3		
	-			
	Economics - Econ 272 (Foundations) or Econ 201 (Macro) & Econ 202 (Micro) - (Social Science)	4 or 3 + 3		
	emester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
	Acct 310 – Accounting for Business Decisions I	2		
	Bus 340 – Team Building and Group Dynamics	2		
	Bus 341 – Business Systems	4		
	Bus 342 – Product and Process Planning	3	-	
]	Econ 340 – Managerial Economics	2		
d S	emester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
	(Prereg: Bus 340, 341, 342, Acct 310 and Econ 340)			
	Acct 311 – Accounting for Business Decisions II	2		
	Bus 343 – Planning & Decision Making in Organizations	2		
	Bus 344 – Managing the Firm's Resources	3		
	Bus 345 – Business Operating Decisions	3		
	Upper-division Economics Elective (not part of IBC) - Econ 385 may be used to satisfy the upper-division			
	economics elective requirement OR the environmental related course requirement, but not both.	3		
ni	or Capstone Course			
	Bus 490 – Strategic Management (Prereq: Bus 340-345, Acct 310, 311 and Econ 340)	3		
_	AJOR in MARKETING (Preregs are in italics)	_		
	*Check with your advisor to see if any of the classes are offered only one semester. Bi-semester courses may be subj	ject to change) <u>.</u>	
	**Refer to Degree Audit for prerequisite requirements	, ,		
		3		
	Bus 324 - Buyer Behavior (Bus 321 or prereq or coreq Bus 343)	3		
	Bus 421 - Marketing Research and Analysis (Stat 251 and Bus 321; or prereq or coreq Bus 343	3		
	Bus 428 - Marketing Management (Bus 324, 421, and one Tier 1 marketing elective)	3		
	Communication Elective:** One class in Comm 233, 235, 331 or 332	3		
	Tier 1 Marketing Electives: select three classes:			
	Bus 420 – Promotional Strategy (Bus 321; or prereq or coreq: Bus 343-345)	3		
	Bus 422 - Sales Force Management (Bus 321; or prereq or coreq 343-345)	3		
	Bus 423 – Internet Marketing (Bus 321; or prereq or coreq 343)	3		
		3		
	Bus 424 – Pricing Strategy and Tactics (Bus 321 or 343-345; and Econ 202 or 272)			
	Bus 425 - Retail Distribution Management (Bus 321; or prereq or coreq 343-345)			
	Bus 426 - Marketing Channels Management (Bus 321 or 340-345)			
	Bus 427 - Services/Marketing (Bus 321; or prereq or coreq 343-345)			
	Bus 482 - International Marketing (Bus 321; or prereq or coreq Bus 343-345)			
	Tier 2 Business Elective :** One class (3 credits) in upper division (300-400 level) CBE, statistics, or			
	mathematics (excluding Bus 301, 311, 321, 350, 370 and those courses already taken)	3		
	Quantitative Elective:** 3 credits in Math 330, 451, Stat 401, 422, 423, 424, 425, *433 or 514. *If Stat	3		
		2		
	433 (AKA Econ 453) is used here, it can not also be taken to satisfy the upper-division economics requirement.	3		
	TOTAL MARKETING CURRICULUM	27		
	FREE ELECTIVES	7-16		
	SUMMARY OF CURRICULUM REQUIREMENTS:	Required	Earned	
ď	Total of Core Curriculum, General Core Studies and CBE Common Program Requirements	85-94		
ı	1 com of core currentum, contrar core busines and CDD common frogram Requirements			
	Marketing Major	77		
1	Marketing Major Electives	7 16		
-	Marketing Major Electives TOTAL MINIMUM CREDIT HOURS FOR GRADUATION	7-16 128		