MARKETING 2012-2013 Catalog

General Emphasis **2/14/12**

College of Business and Economics **ID#**

This worksheet is intended to be used as a guide to the curriculum requirements for earning a B.S. Business degree. Refer to Degree Audit for specific requirements and seek the advice of your advisor when you have questions.

☐ **UI Core** ☐ **State Board Core**

CORE CURRICULUM

		Credit Hours
Communication:		
☐	Comm 101 - Fundamentals of Public Speaking	2
English Composition:		
☐	Engl 102 - College Writing and Rhetoric *(prereq is Eng 101 or appropriate SAT/ACT score)*	3
Natural and Applied Sciences:		
☐	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.)	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 scores. Must have 3 credits beyond Math 108. MATH 143 is a prereq to STAT 251 (required for IBC).	3
	Total Core Curriculum Credits	**15-16**

GENERAL CORE STUDIES

Please refer to Degree Audit for lists of applicable classes

☐	Integrated Seminar (ISEM) - Required for UI Core Only	3
☐	Humanities Core Requirement	3
☐	Humanities Core Requirement (can be satisfied by Phil 103, Engl 175, 257, or 258)	3
☐	Social Science Core Requirement	3
☐	Social Science Core (can be satisfied by Econ 201, 202 or 272)	3 or 4
☐	International - See Degree Audit for choices. Required for UI Core Only	1 - 4
☐	American Diversity - See Degree Audit for choices. Required for UI Core Only	3
☐	ISEM 301 - Great Issues Seminar - See Degree Audit for choices. Required for UI Core Only	3
☐	Senior Experience - (upper division 300-499) Required for UI Core only	3
	Total General Core Studies Credits	**21-22**

Special Rules For CBE Students:

Before proceeding to any upper division courses (300-400 level Acct, Blaw, Bus or Econ), students in the CBE must complete and pass at least 58 semester credit hours and earn at least a 2.35 GPA in the predictor courses shown below.

	Predictor Courses	Hours	Grade	Points	TRANSFER STUDENT	
	Accounting 201 & 202	3+3			Credits Transferred:	
	Blaw 265	3			Date of Evaluation:	
	Economics 272 ***or*** 201 & 202	4 or 3 + 3			Evaluator:	
	Statistics 251	3			Prior Degree:	
	TOTALS	**16-18**				

[>2.35]

MARKETING - General Emphasis

	CBE COMMON PROGRAM REQUIREMENTS:	Credit Hours	Earned Credits	Sem/ Year
□	**Bus 100/101** - The World of Business/Introduction to Business Enterprises	1 or 3		
□	**Comm 101** - Fundamentals of Public Speaking (Communications)	2		
□	**Phil 103** - Ethics (Humanities)	3		
□	**Literature Elective -** see Degree Audit for choices.	3		
□	**Environmental Related Course -** see Degree Audit for choices.	3		
□	**Writing Course** - Engl 207 or 208 or 209 or 313 or 317	3		
□	**Math or Statistics** - (2 classes) see Degree Audit for choices. Placement based on SAT/ACT scores.	3		
□		3 or 4		
□	**Statistics Course** - Stat 251 or 301 See Degree Audit for prerequisites	3		
□	**Accounting 201** - Intro to Financial Accounting	3		
□	**Accounting 202** - Intro to Managerial Accounting *(prereq Acct 201)*	3		
□	**BLaw 265** - Legal Environment of Business	3		
□	**Economics** - Econ 272 (Foundations) or Econ 201 (Macro) & Econ 202 (Micro)	4 or		
□		3 + 3		
	IBC Bus. 340, 341, 342, 343, 344, & 345 (IBC) may only be repeated once			
	1st Semester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
□	**Bus 339 -** Spreadsheet Modeling *(coreq Bus 340, 341, 342 & Econ 340)*	1		
□	**Bus 340** – Team Building and Group Dynamics *(coreq Bus 339, 341, 342 & Econ 340)*	2		
□	**Bus 341** – Business Systems *(coreq Bus 339, 340, 342 & Econ 340)*	4		
□	**Bus 342** – Product and Process Planning *(coreq Bus 339, 340, 341 & Econ 340)*	3		
□	**Econ 340** – Managerial Economics *(coreq Bus 339, 340, 341, & 342)*	2		
	2nd Semester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
	Prereq: Bus 339, 340, 341, 342 and Econ 340			
□	**Acct 310** – Accounting for Business Decisions I *(coreq Bus 343, 344 & 345)*	2		
□	**Bus 343** – Planning & Decision Making in Organizations *(coreq Acct 310, Bus 344 & 345)*	2		
□	**Bus 344** – Managing the Firm's Resources *(coreq Acct 310, Bus 343 & 345)*	3		
□	**Bus 345** – Business Operating Decisions *(coreq Acct 310, Bus 343 & 344)*	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		
	Senior Capstone Course			
□	**Bus 490** – Strategic Management or **Bus 415** New Venture Creation *(Recommended during your final semester)*	3		
	TOTAL CBE COMMON PROGRAM REQUIREMENTS (some courses may double count in core requirements)	**65-70**		

MAJOR in MARKETING (General Marketing Emphasis)

*Check with your advisor to see if any of the classes are offered only one semester. Bi-semester courses may be subject to change.

**Refer to Degree Audit for prerequisite requirements

□	**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 (MUST have taken *Bus 324, 421, and one Tier 1 marketing elective)*	3		
□	**Communication Elective:**** One class in Comm 233, 235, 332 or 410	3		
□	**Tier 1 Marketing Electives:****	3		
	9 Credits in Bus 420, 422, 423, 424, 425, 426, 427, 429 (1 to 6 cr. max), 482, or Bus 495	3 + 3 + 3		
□	**Tier 2 Business Elective**:** One upper division (300-400 level) CBE, statistics, or mathematics (excluding Bus 301, 311, 321, 350, 370)	3		
□	**Research Elective:**** (In addition to UI Core Math Course) 3 credits in Math 160, 170, 330, 451, Stat 401, 422, 423, 424, 425, *433, 514 or other research methods class approved by your advisor. **If Stat 433 (AKA Econ 453) is used here, it can not also be taken to satisfy the upper-division economics requirement.*	3		
	TOTAL MARKETING - GENERAL EMPHASIS	**30**		
	ELECTIVE CREDITS AS NEEDED	____		
	GRADUATION REQUIREMENT OF AT LEAST 128 CUMULATIVE CREDITS	**128**		