

Marketing, BBA

Academic Plans

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Marketing, BBA

Course	Title	Hours
Academic Career		
Any Semester		
Students are required to complete 52 s.h. of non-business coursework. Courses with a prefix of ACCT, BAIS, BUS, ECON, ENTR, FIN, MGMT, and MKTG will not count towards non-business hours. Check degree audit for non-business hours or confer with academic advisor. ^a		
Students who have completed four levels of a single language or two levels of two different languages in high school or college have satisfied the World Languages requirement. ^b		
To fulfill the Tippie RISE experiential learning requirement, complete an approved course in at least one of the following categories: research with faculty, internship course, study abroad, experiential course. ^c	0 - 3	
Hours		0-3
First Year		
Fall		
BUS:2200	Discover Business at Tippie ^d	1
ECON:1100	Principles of Microeconomics	4
STAT:1030	Statistics for Business ^e	4
or MATH:1350	or Quantitative Reasoning for Business	
RHET:1030	Rhetoric: Writing and Communication	4
GE: Social Sciences ^f		3
CSI:1600	Success at Iowa	1
Hours		17
Spring		
BAIS:1500	Business Technology and Artificial Intelligence	2
ECON:1200	Principles of Macroeconomics	4
STAT:1030	Statistics for Business ^e	4
or MATH:1350	or Quantitative Reasoning for Business	
ENGL:1200	Interpreting Literature	3
GE: Understanding Cultural Perspectives ^f		3
Hours		16
Second Year		
Fall		
ACCT:2100	Introduction to Financial Accounting	3

BAIS:2800	Foundations of Business Analytics	3
MGMT:2100	Introduction to Management	3
GE: Natural Sciences without Lab ^f		3
GE: World Language and Cultural Exploration (or minor, certificate, or other non-business elective)		3
Minor, certificate, or non-business elective		1
Hours		16
Spring		
BUS:3000	Business Communication and Professionalism ^g	3
MGMT:2000	Introduction to Law	3
MKTG:3000	Introduction to Marketing Strategy	3
MKTG:3050	Professional Preparation in Marketing	1
GE: International and Global Issues ^f		3
Minor, certificate, or non-business elective		3
Hours		16
Third Year		
Fall		
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
MKTG:3100	Marketing Research ^h	3
MKTG:3200	Consumer Behavior	3
GE: Values and Society ^f		3
Minor, certificate, or non-business elective		2
Hours		15
Spring		
ACCT:2200	Managerial Accounting Analytics and Data Visualization	3
Major Elective: marketing elective ⁱ		3
Major Elective: marketing elective ⁱ		3
GE: Historical Perspectives ^f		3
Minor, certificate, or non-business elective		3
Hours		15
Fourth Year		
Fall		
Major Elective: marketing elective ⁱ		3
Major Elective: marketing elective ⁱ		3
GE: World Languages First Level Proficiency (or minor, certificate, or other non-business elective)		4 - 5
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Hours		16-17
Spring		
FIN:3000	Introductory Financial Management	3
MKTG:4500	Marketing Capstone ^{j, k}	3
GE: World Languages Second Level Proficiency (or minor, certificate, or other non-business elective)		4 - 5
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		2
Minor, certificate, or non-business elective		1
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ^l		
Hours		16-17
Total Hours		127-132

- a General Education courses count towards non-business hours.
- b Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Culture Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first semester level course. World languages credit counts as non-business coursework. Contact your academic advisor with questions concerning the World Languages requirement.
- c See degree audit for course options.
- d Complete BUS:2200 by the end of the second year, before enrolling in MKTG:3050.
- e MATH:1350 or STAT:1030 should be taken in fall of first year while the other course should be taken in the spring. Enrollment in math courses requires completion of a placement exam. Consult with your advisor to determine the best course sequence.
- f GE courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.
- g Must be admitted to Tippie to enroll in BUS:3000. Generally completed during the second year, but should be taken no later than the third year.
- h BAIS:2800 and MKTG:3000 are required prerequisite courses.
- i Select from list of approved courses in the General Catalog or on degree audit.
- j Must be taken at the University of Iowa.
- k MKTG:3000, MKTG:3050, MKTG:3100, MKTG:3200, and one additional MKTG course numbered above 3100 are required prerequisite courses.
- l Please see Academic Calendar, on Office of the Registrar website, for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Degree Services.