

Marketing, BBA

Several decades ago, the study of marketing dealt almost exclusively with business activities involved in the flow of goods from production to consumption. Today it includes principles that are more widely applicable; they are as relevant to the success of arts, sports, and social programs as they are to firms selling goods and services. A major in marketing includes study in the behavioral sciences, communications, statistical analysis, and computer methods as well as marketing decision-making.

Requirements

The Bachelor of Business Administration with a major in marketing requires a minimum of 120 s.h., including 22 s.h. of work for the major. Students must have a cumulative grade-point average of at least 2.00 in all college coursework attempted, all college coursework attempted in business, all college coursework attempted in the major, all coursework attempted at the University of Iowa, all business coursework attempted at the University of Iowa, and all coursework in the major attempted at the University of Iowa.

The program is designed to provide undergraduate students with an understanding of the business, social, and economic roles of marketing and to prepare them for marketing careers.

The BBA with a major in marketing requires the following coursework. To view the common BBA requirements, see the Bachelor of Business Administration in the catalog.

Requirements	Hours
Marketing Common Required Courses	10
Marketing Elective Courses	12

Students are not guaranteed specific elective options. The availability of courses may be subject to prerequisites or restrictions; students must complete all of a course's prerequisites before they may register for the course.

Marketing Common Required Courses

Course #	Title	Hours
All of these:		
MKTG:3050	Professional Preparation in Marketing	1
MKTG:3100	Marketing Research	3
MKTG:3200	Consumer Behavior	3
MKTG:4500	Marketing Capstone (must be taken at the University of Iowa)	3

Marketing Elective Courses

Course #	Title	Hours
12 s.h. from these:		
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
MKTG:3103	Advanced Marketing Research	3
MKTG:3104	Sports Marketing	3
MKTG:3300	Web Business Strategy	3
MKTG:3400	Retail Strategies	3

MKTG:3401	Merchandise Management	3
MKTG:3600	Product and Pricing	3
MKTG:3605	Strategic Brand Positioning	3
MKTG:4000	Contemporary Topics in Marketing	3
MKTG:4101	Integrated Marketing Communications	3
MKTG:4200	Sales Management	3
MKTG:4201	Professional Selling	3
MKTG:4250	Marketing and Sustainability	3
MKTG:4300	International Marketing	3
MKTG:4400	Digital Marketing	3
MKTG:4405	Marketing Sales and Promotion	3
MKTG:4410	Customer Relationship Management	3
MKTG:4800	Marketing Consulting Project	3
Marketing Institute students may count the following courses if all are taken:		
MKTG:3700	Marketing Institute Seminar I	2
MKTG:3701	Marketing Institute Field Studies	2
MKTG:3702	Marketing Institute Seminar II	2

Marketing Concentrations

Students may focus the major by selecting concentration courses to fulfill the electives requirement. Suggested elective courses for each optional concentration are listed as follows.

Marketing Communication and Strategy

Course #	Title	Hours
Both of these:		
MKTG:4101	Integrated Marketing Communications	3
MKTG:4400	Digital Marketing	3
Two of these:		
MKTG:3101	Marketing Metrics	3
MKTG:3300	Web Business Strategy	3
MKTG:3605	Strategic Brand Positioning	3
MKTG:4250	Marketing and Sustainability	3
MKTG:4405	Marketing Sales and Promotion	3

Marketing Research and Analytics

Course #	Title	Hours
Both of these:		
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
Two of these:		
MKTG:3103	Advanced Marketing Research	3
MKTG:3104	Sports Marketing	3
MKTG:3600	Product and Pricing	3
MKTG:4400	Digital Marketing	3
MKTG:4410	Customer Relationship Management	3

Product and Brand Management

Course #	Title	Hours
Both of these:		
MKTG:3600	Product and Pricing	3
MKTG:3605	Strategic Brand Positioning	3
Two of these:		
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
MKTG:4101	Integrated Marketing Communications	3
MKTG:4250	Marketing and Sustainability	3
MKTG:4300	International Marketing	3
MKTG:4400	Digital Marketing	3
MKTG:4405	Marketing Sales and Promotion	3

Professional Sales Management

Course #	Title	Hours
Both of these:		
MKTG:4200	Sales Management	3
MKTG:4201	Professional Selling	3
Two of these:		
MKTG:3101	Marketing Metrics	3
MKTG:3400	Retail Strategies	3
MKTG:4410	Customer Relationship Management	3

Retailing and E-Commerce

Course #	Title	Hours
Both of these:		
MKTG:3400	Retail Strategies	3
MKTG:3401	Merchandise Management	3
Two of these:		
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
MKTG:3103	Advanced Marketing Research	3
MKTG:3300	Web Business Strategy	3
MKTG:4101	Integrated Marketing Communications	3
MKTG:4250	Marketing and Sustainability	3
MKTG:4300	International Marketing	3
MKTG:4405	Marketing Sales and Promotion	3
MKTG:4410	Customer Relationship Management	3

Marketing Institute

Marketing Institute students can pursue any of the above concentrations by completing the two foundational concentration courses (6 s.h.) plus the following Marketing Institute requirements (6 s.h.).

Course #	Title	Hours
All of these:		
MKTG:3700	Marketing Institute Seminar I	2
MKTG:3701	Marketing Institute Field Studies	2

MKTG:3702

Marketing Institute Seminar II

2

Career Advancement

The Bachelor of Business Administration (BBA) program in marketing prepares students for positions in sales, market research, retailing, purchasing, or advertising. Employment opportunities exist for positions as market analysts, merchandise managers, buyers, purchasing agents, advertising managers, brand managers, consultants, and sales representatives in a variety of for-profit and nonprofit organizations.

Over 90% of students reported that they found permanent employment, were accepted to graduate school, or were not seeking employment within six months of graduation.

The Pomerantz Career Center offers multiple resources to help students find internships and jobs. For more information about careers, visit the Pomerantz Career Center website.

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.

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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.

Students who need to complete the World Language requirement should consult with their academic advisor about when to add courses to plan of study. World Language counts as non-business coursework.

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.^a

Students must satisfy the Tippie College of Business residence requirement: 45 s.h. of UI coursework after admission to Tippie.

	Hours	0-3
First Year		
Fall		
MATH:1350	Quantitative Reasoning for Business ^b	4
RHET:1030	Rhetoric	4
ECON:1100	Principles of Microeconomics	4
GE: Social Sciences ^c		3
CSI:1600	Success at Iowa	2
Hours		17

Spring		
BAIS:1500	Business Computing Essentials	2
ECON:1200	Principles of Macroeconomics	4
STAT:1030	Statistics for Business	4
ENGL:1200	The Interpretation of Literature	3
GE: Diversity and Inclusion ^c		3

Hours 16

Second Year**Fall**

ACCT:2100	Introduction to Financial Accounting	3
BUS:2200	Foundations for Success in Business ^d	1
BAIS:2800	Foundations of Business Analytics	3
MGMT:2100	Introduction to Management	3
GE: Natural Sciences without Lab ^c		3
Minor, certificate, or non-business elective		1

Hours 14

Spring

MKTG:3050	Professional Preparation in Marketing	1
BUS:3000	Business Communication and Protocol ^e	3
MKTG:3000	Introduction to Marketing Strategy	3
MGMT:2000	Introduction to Law	3
GE: International and Global Issues ^c		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 ^f	3
MKTG:3200	Consumer Behavior	3
GE: Values and Culture ^c		3

Hours 13

Spring

ACCT:2200	Managerial Accounting Analytics and Data Visualization	3
Major: Marketing elective ^g		3
Major: Marketing elective ^g		3
GE: Historical Perspectives ^c		3
Minor, certificate, or non-business elective		3

Hours 15

Fourth Year**Fall**

Major: Marketing elective ^g		3
Major: Marketing elective ^g		3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3

Hours 15

Spring

MKTG:4500	Marketing Capstone ^{h, i}	3
FIN:3000	Introductory Financial Management	3
Minor, certificate, or non-business elective		3

Minor, certificate, or non-business elective	3
Minor, certificate, or non-business elective	2
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ^j	

Hours 14

Total Hours 120-123

a See degree audit for course options.

b Enrollment in math courses requires completion of a placement exam.

c 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.

d Complete BUS:2200 by the end of the second year, before enrolling in MKTG:3050.

e 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.

f BAIS:2800 and MKTG:3000 are required prerequisite courses.

g Select from list of approved courses in the General Catalog or on degree audit.

h Must be taken at the University of Iowa.

i MKTG:3000, MKTG:3050, MKTG:3100, MKTG:3200, and one additional MKTG course numbered above 3100 are required prerequisite courses.

j Please see Academic Calendar, 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.