

Marketing, B.B.A.

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 21 s.h. of work for the major. Students must have a cumulative g.p.a. 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.

All students complete the common required courses and select one of the four marketing tracks: marketing analytics, marketing management, professional sales and management, or retail management.

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

Code	Title	Hours
	Marketing Common Required Courses	12
	Marketing Required Track Courses	9
Total Hours		21

Some of these courses have prerequisites; students must complete all of a course's prerequisites before they may register for the course.

Marketing Common Required Courses

Students in all tracks must complete these courses.

Code	Title	Hours
MKTG:3050	Professional Preparation in Marketing	2
MKTG:3055	Career Preparation for 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 Required Track Courses

Students complete the requirements from one of the four tracks below.

Marketing Analytics Track

Code	Title	Hours
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
	One additional marketing course, chosen from the "Marketing Electives" list below	3

Marketing Management Track

Code	Title	Hours
	Three marketing courses chosen from the "Marketing Electives" list below	9

Professional Sales and Management Track

Code	Title	Hours
MKTG:4200	Sales Management	3
MKTG:4201	Professional Selling	3
	One additional marketing course, chosen from the "Marketing Electives" list below	3

Retail Management Track

Code	Title	Hours
MKTG:3400	Retail Strategies	3
MKTG:3401	Merchandise Management	3
	One additional marketing course, chosen from the "Marketing Electives" list below	3

Marketing Electives

Code	Title	Hours
MKTG:3101	Marketing Metrics	3
MKTG:3102	Marketing Analytics	3
MKTG:3103	Advanced Marketing Research	3
MKTG:3300	Web Business Strategy	3
MKTG:3400	Retail Strategies	3
MKTG:3401	Merchandise Management	3
MKTG:3605	Strategic Brand Positioning	3
MKTG:3701	Marketing Institute Field Studies	2
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

Career Advancement

The Bachelor of Business Administration (B.B.A.) 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 percent 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 Plans 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, B.B.A.

- Marketing Analytics Track [p. 2]
- Marketing Management Track [p. 3]
- Professional Sales and Management Track [p. 4]
- Retail Management Track [p. 5]

Marketing Analytics Track

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.		
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		0 - 3
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.		
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
GE: Historical Perspectives ^c		3
GE: Social Sciences ^c		3
CSI:1600	Success at Iowa	2
Hours		16

Spring

STAT:1030	Statistics for Business	4
ECON:1100	Principles of Microeconomics	4
BAIS:1500	Business Computing Essentials	2
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
ECON:1200	Principles of Macroeconomics	4
MGMT:2000	Introduction to Law	3
GE: Natural Sciences without Lab ^c		3
BUS:2200	Foundations for Success in Business ^d	1
Hours		14

Spring

ACCT:2200	Managerial Accounting	3
GE: International and Global Issues ^c		3
BAIS:2800	Foundations of Business Analytics	3
MKTG:3000	Introduction to Marketing Strategy	3
Minor, certificate, or non-business elective		3
Hours		15

Third Year

Fall

MKTG:3050	Professional Preparation in Marketing	2
MKTG:3100	Marketing Research ^e	3
MKTG:3200	Consumer Behavior	3
BUS:3000	Business Communication and Protocol ^f	3
GE: Values and Culture ^c		3
Minor, certificate, or non-business elective		2
Hours		16

Spring

Major: Marketing Analytics Track course ^g		3
Major: Marketing Analytics Track course ^g		3
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
MGMT:2100	Introduction to Management	3
Minor, certificate, or non-business elective		3
Hours		16

Fourth Year

Fall

Major: Marketing elective ^g		3
MKTG:3055	Career Preparation for Marketing	1

FIN:3000	Introductory Financial Management	3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Hours		13
Spring		
MKTG:4500	Marketing Capstone ^{h, i}	3
Minor, certificate, or non-business elective		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 BAIS:2800 and MKTG:3000 are required prerequisite courses.
- f 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.
- 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 Graduation Services.

Marketing Management Track

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.		
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		0 - 3
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.		
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
GE: Historical Perspectives ^c		3
GE: Social Sciences ^c		3
CSI:1600	Success at Iowa	2
Hours		16
Spring		
STAT:1030	Statistics for Business	4
ECON:1100	Principles of Microeconomics	4
BAIS:1500	Business Computing Essentials	2
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
ECON:1200	Principles of Macroeconomics	4
MGMT:2000	Introduction to Law	3
GE: Natural Sciences without Lab ^c		3
BUS:2200	Foundations for Success in Business ^d	1
Hours		14
Spring		
ACCT:2200	Managerial Accounting	3
GE: International and Global Issues ^c		3
BAIS:2800	Foundations of Business Analytics	3
MKTG:3000	Introduction to Marketing Strategy	3
Minor, certificate, or non-business elective		3
Hours		15

Third Year		
Fall		
MKTG:3050	Professional Preparation in Marketing	2
MKTG:3100	Marketing Research ^e	3
MKTG:3200	Consumer Behavior	3
BUS:3000	Business Communication and Protocol ^f	3
GE: Values and Culture ^c		3
Minor, certificate, or non-business elective		2
Hours		16
Spring		
Major: Marketing elective ^g		3
Major: Marketing elective ^g		3
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
MGMT:2100	Introduction to Management	3
Minor, certificate, or non-business elective		3
Hours		16

Fourth Year		
Fall		
Major: Marketing elective ^g		3
MKTG:3055	Career Preparation for Marketing	1

FIN:3000	Introductory Financial Management	3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Hours		13
Spring		
MKTG:4500	Marketing Capstone ^{h, i}	3
Minor, certificate, or non-business elective		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 BAIS:2800 and MKTG:3000 are required prerequisite courses.
- f 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.
- g Select from list of approved courses in the General Catalog or on degree audit.
- h MKTG:3000, MKTG:3050, MKTG:3100, MKTG:3200, and one additional MKTG course numbered above 3100 are required prerequisite courses.
- i Must be taken at the University of Iowa.
- 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 Graduation Services.

Professional Sales and Management Track

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.		
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		0 - 3
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.		
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
GE: Historical Perspectives ^c		3
GE: Social Sciences ^c		3
CSI:1600	Success at Iowa	2
Hours		16
Spring		
STAT:1030	Statistics for Business	4
ECON:1100	Principles of Microeconomics	4
BAIS:1500	Business Computing Essentials	2
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
ECON:1200	Principles of Macroeconomics	4
MGMT:2000	Introduction to Law	3
GE: Natural Sciences without Lab ^c		3
BUS:2200	Foundations for Success in Business ^d	1
Hours		14
Spring		
ACCT:2200	Managerial Accounting	3
GE: International and Global Issues ^c		3
BAIS:2800	Foundations of Business Analytics	3
MKTG:3000	Introduction to Marketing Strategy	3
Minor, certificate, or non-business elective		3
Hours		15

Third Year		
Fall		
MKTG:3050	Professional Preparation in Marketing	2
MKTG:3100	Marketing Research ^e	3
MKTG:3200	Consumer Behavior	3
BUS:3000	Business Communication and Protocol ^f	3
GE: Values and Culture ^c		3
Minor, certificate, or non-business elective		2
Hours		16
Spring		
Major: Professional Sales and Management Track course ^g		3
Major: Professional Sales and Management Track course ^g		3
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
MGMT:2100	Introduction to Management	3
Minor, certificate, or non-business elective		3
Hours		16

Fourth Year		
Fall		
Major: Marketing elective ^g		3

MKTG:3055	Career Preparation for Marketing	1
FIN:3000	Introductory Financial Management	3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Hours		13
Spring		
MKTG:4500	Marketing Capstone ^{h, i}	3
Minor, certificate, or non-business elective		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 BAIS:2800 and MKTG:3000 are required prerequisite courses.
- f 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.
- 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 Graduation Services.

Retail Management Track

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.		
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		0 - 3
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.		
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
GE: Historical Perspectives ^c		3
GE: Social Sciences ^c		3
CSI:1600	Success at Iowa	2
Hours		16
Spring		
STAT:1030	Statistics for Business	4
ECON:1100	Principles of Microeconomics	4
BAIS:1500	Business Computing Essentials	2
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
ECON:1200	Principles of Macroeconomics	4
MGMT:2000	Introduction to Law	3
GE: Natural Sciences without Lab ^c		3
BUS:2200	Foundations for Success in Business ^d	1
Hours		14
Spring		
ACCT:2200	Managerial Accounting	3
GE: International and Global Issues ^c		3
BAIS:2800	Foundations of Business Analytics	3
MKTG:3000	Introduction to Marketing Strategy	3
Minor, certificate, or non-business elective		3
Hours		15

Third Year		
Fall		
MKTG:3050	Professional Preparation in Marketing	2
MKTG:3100	Marketing Research ^e	3
MKTG:3200	Consumer Behavior	3
BUS:3000	Business Communication and Protocol ^f	3
GE: Values and Culture ^c		3
Minor, certificate, or non-business elective		2
Hours		16
Spring		
Major: Retail Management Track course ^g		3
Major: Retail Management Track course ^g		3
BAIS:3000	Operations Management	2
BAIS:3005	Information Systems	2
MGMT:2100	Introduction to Management	3
Minor, certificate, or non-business elective		3
Hours		16

Fourth Year		
Fall		
Major: Marketing elective ^g		3
MKTG:3055	Career Preparation for Marketing	1

FIN:3000	Introductory Financial Management	3
Minor, certificate, or non-business elective		3
Minor, certificate, or non-business elective		3
Hours		13
Spring		
MKTG:4500	Marketing Capstone ^{h, i}	3
Minor, certificate, or non-business elective		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 BAIS:2800 and MKTG:3000 are required prerequisite courses.
- f 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.
- 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 Graduation Services.