Marketing, B.B.A.

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, B.B.A.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Academic Career</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Any Semester</strong></td>
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<tr>
<td></td>
<td>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. Students must satisfy the Tippie College of Business residence requirement: 45 s.h. of UI coursework after admission to Tippie.</td>
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<tr>
<td></td>
<td><strong>First Year</strong></td>
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<tr>
<td></td>
<td><strong>Fall</strong></td>
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</tr>
<tr>
<td>MATH:1350</td>
<td>Quantitative Reasoning for Business</td>
<td>4</td>
</tr>
<tr>
<td>RHET:1030</td>
<td>Rhetoric</td>
<td>4</td>
</tr>
<tr>
<td>GE: Historical Perspectives</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE: Social Sciences</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td>BAIS:1500</td>
<td>Business Computing Essentials</td>
<td>2</td>
</tr>
<tr>
<td>ECON:1100</td>
<td>Principles of Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>STAT:1030</td>
<td>Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>ENGL:1200</td>
<td>The Interpretation of Literature</td>
<td>3</td>
</tr>
<tr>
<td>GE: Diversity and Inclusion</td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td><strong>Second Year</strong></td>
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<tr>
<td></td>
<td><strong>Fall</strong></td>
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</tr>
<tr>
<td>ACCT:2100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS:2200</td>
<td>Foundations for Success in Business</td>
<td>1</td>
</tr>
<tr>
<td>ECON:1200</td>
<td>Principles of Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>MGMT:2000</td>
<td>Introduction to Law</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Spring</strong></td>
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<tr>
<td>ACCT:2200</td>
<td>Managerial Accounting</td>
<td>3</td>
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<tr>
<td>BAIS:2800</td>
<td>Foundations of Business Analytics</td>
<td>3</td>
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<tr>
<td>MKTG:3000</td>
<td>Introduction to Marketing Strategy</td>
<td>3</td>
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<tr>
<td>GE: International and Global Issues</td>
<td>3</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>121-124</strong></td>
</tr>
</tbody>
</table>

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.

GE: Natural Sciences without Lab | 3

Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BUS:3000</td>
<td>Business Communication and Protocol</td>
<td>3</td>
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<tr>
<td>MKTG:3050</td>
<td>Professional Preparation in Marketing</td>
<td>1</td>
</tr>
<tr>
<td>MKTG:3100</td>
<td>Marketing Research</td>
<td>3</td>
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<tr>
<td>MKTG:3200</td>
<td>Consumer Behavior</td>
<td>3</td>
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<tr>
<td>GE: Values and Culture</td>
<td>3</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<tr>
<td><strong>Hours</strong></td>
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Third Year

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<tr>
<th>Course</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>BUS:3000</td>
<td>Operations Management</td>
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<tr>
<td>BAIS:3005</td>
<td>Information Systems</td>
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<tr>
<td>MGMT:2100</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>Major: Marketing elective</td>
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<td></td>
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<tr>
<td>Major: Marketing elective</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<tr>
<td><strong>Hours</strong></td>
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Fourth Year

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>FIN:3000</td>
<td>Introductory Financial Management</td>
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<tr>
<td>Major: Marketing elective</td>
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<td></td>
</tr>
<tr>
<td>Major: Marketing elective</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<td></td>
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<tr>
<td><strong>Hours</strong></td>
<td></td>
<td><strong>15</strong></td>
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Spring

<table>
<thead>
<tr>
<th>Course</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>MKTG:4500</td>
<td>Marketing Capstone</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<td></td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
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<td></td>
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<tr>
<td>Minor, certificate, or non-business elective</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)</td>
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</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

**Total Hours** | **121-124**
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 Graduation Services.