

Marketing, BBA

Common BBA Requirements

The Bachelor of Business Administration (BBA) requires a minimum of 120 s.h. of credit, including at least 48 s.h. earned in business courses and at least 52 s.h. earned in non-business courses.

BBA students must earn 45 s.h. at the University of Iowa following admission to the BBA program. At least 24 s.h. in business courses must be earned with Tippie College of Business coursework. At least two-thirds of the semester hours in a student's major must be earned in the student's major department at the Tippie College of Business. Nonresident instruction includes coursework at colleges and universities other than the University of Iowa.

To graduate, BBA students must have a cumulative grade-point average of at least 2.00 in all college-level coursework attempted, all college-level business coursework attempted, all college-level major coursework attempted, all college-level coursework attempted at the University of Iowa, all college-level business coursework attempted at the University of Iowa, and all college-level major coursework attempted at the University of Iowa.

Common BBA Requirements

BBA students must fulfill the following common requirements or approved equivalents. For approved equivalents, consult the college's Undergraduate Program Office.

General Education

Students may not count courses taken to fulfill General Education Program requirements toward other course requirements for the BBA.

General Education Area	Hours
Historical Perspectives	3
International and Global Issues	3
Interpreting Literature	3
Natural Sciences (without lab)	3
Rhetoric	4
Social Sciences (excluding ECON:1100 and ECON:1200)	3
Understanding Cultural Perspectives	3
Values and Society	3
World Languages	0-10

World Languages

Tippie College of Business students may complete the World Languages requirement using one of three options. One year of high school language study is generally equivalent to one semester of college language study.

Option One

Attain fourth level proficiency in a single world language. Students attain fourth level proficiency in a single world language by completing four years of that language in high school or four semesters in college, or an equivalent combination of high school and college coursework, or pass an achievement test or evaluation at fourth level proficiency.

Option Two

Attain third level proficiency in a single world language and complete a World Language and Cultural Exploration course. Students attain third-level proficiency in a single world language by completing three years of that language in high school or three semesters in college, or an equivalent combination of high school and college coursework, or pass an achievement test or evaluation at third-level proficiency. Option two does not qualify students to earn credit under the Furthering Language Incentive Program (FLIP).

Option Three

Attain second level proficiency in each of two world languages. Students attain second level proficiency in each of two world languages by completing two years of each language in high school or two semesters of each language in college, or an equivalent combination of high school and college coursework, or pass achievement tests and/or evaluations at second-level proficiency in each language. Option three does not qualify students to earn credit under the Furthering Language Incentive Program (FLIP).

Prerequisites for Admission to the BBA Program

Course #	Title	Hours
ECON:1100	Principles of Microeconomics	4
One of these:		
RHET:1030	Rhetoric: Writing and Communication	4
RHET:1040 & RHET:1060	College Writing and Reading and College Communication and Reading	6
One of these:		
BAIS:1500	Business Technology and Artificial Intelligence (preferred)	2
CS:1020	Principles of Computing	3
ENGR:1300	Introduction to Engineering Computing	3
ENGR:2730	Computers in Engineering	3
One of these:		
MATH:1350	Quantitative Reasoning for Business (preferred)	4
MATH:1460	Calculus for the Biological Sciences	4
MATH:1550	Engineering Calculus I	4
MATH:1560	Engineering Calculus II	4
MATH:1850	Calculus I	4
MATH:1860	Calculus II	4
One of these:		
STAT:1030	Statistics for Business (preferred)	4
BIOS:4120	Introduction to Biostatistics	3
PSQF:4143/ STAT:4143	Introduction to Statistical Methods (minimum grade of B required)	3
STAT:2010	Statistical Methods and Computing	3

STAT:2020	Probability and Statistics for the Engineering and Physical Sciences	3
STAT:3100/ IGPI:3100	Introduction to Mathematical Statistics I	4
STAT:3101/ IGPI:3101	Introduction to Mathematical Statistics II	3
STAT:3120/ DATA:3120/ IGPI:3120	Probability and Statistics	4
STAT:3510/ IGPI:3510	Biostatistics (minimum grade of B required)	3
STAT:4100/ IGPI:4100	Statistical Inference I	3

Prerequisites for Declaring a BBA Major

Course #	Title	Hours
ACCT:2100	Introduction to Financial Accounting	3
ECON:1200	Principles of Macroeconomics	4

BBA Core

Course #	Title	Hours
ACCT:2200	Managerial Accounting Analytics and Data Visualization	3
BUS:2200	Discover Business at Tippie	1
BUS:3000	Business Communication and Professionalism	3
FIN:3000	Introductory Financial Management	3
MGMT:2000	Introduction to Law	3
MGMT:2100	Introduction to Management	3
MKTG:3000	Introduction to Marketing Strategy	3
One of these:		
BAIS:2800	Foundations of Business Analytics	3
ECON:4800	Econometric Analysis: Advanced Causal Inference With Data	3
STAT:2020	Probability and Statistics for the Engineering and Physical Sciences	3
STAT:3120/ DATA:3120/ IGPI:3120	Probability and Statistics	4
STAT:4101/ IGPI:4101	Statistical Inference II	3
One of these:		
BAIS:3000	Operations Management	2
ISE:3300	Manufacturing Systems	3
One of these:		
BAIS:3005	Information Systems	2
CS:1210	Computer Science I: Fundamentals	4
CS:2110	Programming for Informatics	4

Experiential Learning Requirement: Tippie RISE

RISE is an acronym for hands-on experiential learning in the form of research with faculty, internship course, study abroad, and experiential course. All BBA students in the Tippie College of Business students must successfully complete at least one of these four experiences. Courses that satisfy Tippie RISE are as follows.

Research With Faculty

Working closely with a faculty mentor, students explore a research question of interest for a semester or more. By conducting academic research, students enhance their critical thinking skills, learn techniques to collect and analyze data, and apply their findings to business practices. These skills are highly useful for a variety of businesses and graduate programs.

Course #	Title	Hours
ACCT:4999	Honors Thesis in Accounting	arr.
BAIS:4999	Honors Thesis in Business Analytics	arr.
BUS:3600	Mentored Research	arr.
BUS:4999	Honors Thesis in Business	arr.
ECON:4999	Honors Thesis in Economics	arr.
FIN:4999	Honors Thesis in Finance	arr.
MGMT:4999	Honors Thesis in Management	arr.
MKTG:3702	Marketing Institute Seminar II	2
MKTG:4999	Honors Thesis in Marketing	arr.
URES:3991	Undergraduate Research and Creative Projects	0
URES:3992	Undergraduate Research and Creative Projects	0
URES:3993	Undergraduate Research and Creative Projects	1-4
URES:3994	Undergraduate Research and Creative Projects	1-4
URES:3995	Independent Creative Research by Undergraduates Summer Internship	0

Internship Course

As students gain valuable hands-on work experience in a professional internship, they complete one of the approved internship courses to assist them in having a meaningful learning experience. The internship courses encourage students to take on relevant job responsibilities, outline strategies to meet internship goals, regularly communicate with their supervisors, explore the career field, and reflect on their growth throughout the experience.

Course #	Title	Hours
BUS:3100	Academic Internship or Cooperative Education	0
BUS:3900	Business Communication Internship I	3
BUS:4900	Academic Internship	arr.
CCP:1201	Academic Internship	1-3
CCP:2020	Washington Center Internship Program	arr.

CCP:2202	International Student Full-Time Academic Internship	9	LS:3002	Career Leadership Academy Part 2: Leadership in Action	3
ENTR:4300	Launching an Entrepreneurial Venture	arr.	MGMT:3600	Nonprofit Organizational Effectiveness II	3
ENTR:4900	Academic Internship	arr.	MGMT:3850/ ENTR:3850	Entrepreneurial Leadership Academy II	3
EVNT:3300	Internship in Event Management	0,3	MGMT:4600	Nonprofit Ethics and Governance	3
LS:3011	Leadership Certificate Capstone	0-2	MKTG:3100	Marketing Research	3
SRM:4199	Independent Sport and Recreation Field Experience	arr.	MKTG:3103	Advanced Marketing Research	3
			MKTG:3700	Marketing Institute Seminar I	2
			MKTG:3701	Marketing Institute Field Studies	2
			MKTG:4250	Marketing and Sustainability	3
			MKTG:4800	Marketing Consulting Project	3
			SRM:4197	Sport and Recreation Field Experience (not fans first section)	arr.

Study Abroad

By taking advantage of short-term, summer, semester, or academic year programs, students can expand their worldview and learn alternative business and cultural practices outside of the United States. Students can participate in Tippie RISE study abroad programs such as London Winter, International Business in Sydney, CIMBA Italy, Global Internships, spring break programs through the John Pappajohn Entrepreneurial Center, or any of the many UI study abroad programs in over 40 countries. Any study abroad program is accepted for credit, including virtual programs, short-term faculty-led programs, and summer, semester, or year-long programs. These courses may be study abroad courses (prefix ABRD) or select study abroad international activities courses (prefix INTL) but are not required to be; see Study Abroad in the catalog.

Experiential Course

In approved experiential courses, students improve their understanding of academic concepts by applying them to a class project with a company or nonprofit organization. Using real circumstances and issues, students engage with the organization to make a lasting impact. Students have support from classmates and guidance from their instructor throughout the duration of the project. Experiential courses are offered in many BBA majors and as business and non-business electives. Courses must be taken at the University of Iowa to satisfy Tippie RISE.

Course #	Title	Hours
ACCT:3451	Tax Practicum (VITA) II (spring only)	1
BAIS:4150	Business Analytics and Information Systems Capstone	3
BUS:3920	Business Case Competitions Professional Preparation	arr.
ECON:3360	Experimental Economics	3
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	1-3
ENTR:4200	Entrepreneurship: Business Consulting	3
FIN:4250	Applied Equity Valuation	3
FIN:4310	Advanced Corporate Finance	3
FIN:4350	Applied Wealth Management	3
FIN:4460	Insurer Operations and Captive Management	3
FIN:4470	Insurtech Innovation	3
LS:1024	Hawkeye Service Breaks (spring only)	3

Major Area of Study

All BBA students must complete a major area of study. The college offers BBA majors in accounting, business analytics and information systems, economics, finance, management and entrepreneurship, marketing, and risk management and insurance. The requirements for each major are established by the department that offers the major.

Students With Associate of Arts Degrees

Students who have been granted an Associate of Arts (AA) from a community college participating in the Iowa and Illinois Community College/Regents Articulation Agreements are considered to have met all high school unit requirements for admission to undergraduate degree-granting programs in the Tippie College of Business, as well as all the General Education Program requirements listed under "General Education Requirements," except for the Understanding Cultural Perspectives and World Languages requirements. The program of study for which a student was awarded the AA must have included:

- a minimum of 60 s.h. (or 90 quarter hours) of credit acceptable toward graduation from the University of Iowa;
- completion of the agreed-upon group of courses at the community college; and
- a GPA of at least 2.00.

Mathematics courses comparable to MATH:0100 Basic Algebra I are not accepted toward graduation. Completion of an Associate of Arts does not guarantee admission to undergraduate degree-granting programs in the Tippie College of Business. See Admission in Undergraduate Programs for a complete list of requirements for admission to the BA, BBA, or BS programs.

Students who use the provisions of the articulation agreement are granted a maximum of 60 s.h. of transferable credit from two-year colleges toward the 120 s.h. required for an undergraduate degree from the Tippie College of Business. Credit earned for the AA beyond the 60 s.h. transferable maximum is used in computing a student's grade-point average, and it may be used to satisfy course requirements,

but it does not count towards credit hour requirements for the undergraduate degree. Transfer credit for business courses taken during the first and second years is counted toward the undergraduate degree program only if such courses are usually offered as lower-division courses at the University of Iowa.

Transfer Courses

Students who have taken courses at another institution that are similar to those approved for the common business requirements at Iowa may request that these courses be evaluated for transfer credit. Students who transfer fewer hours than needed to meet a common business requirement may use only approved courses to complete the remainder of the requirement. Only courses taken at accredited four-year institutions may be used to satisfy business course requirements numbered 3000 or above. Students must complete a minimum of 24 s.h. of business coursework at Iowa and at least two-thirds of the coursework in the major in the department awarding the major. They must also meet the 45 s.h. residence requirement of the Tippie College of Business. Credit earned through online courses may be counted toward all requirements for graduation, subject to approval by a student's major department.

Multiple Majors in Business

Students may earn the BBA degree with more than one major; they may also combine the BBA degree with the Bachelor of Arts or Bachelor of Science in economics (except for the BBA in economics). The Four-Year Graduation Plan is not available to students earning more than one major or degree. Students have access to degree audits in MyUI for all of the programs of study they have officially declared. They also have access to all program courses, with some limitations, during early registration. A student must be in good academic standing in order to declare more than one major. See Double Majors and Joint Degrees on the Tippie College of Business website.