Marketing, B.B.A.

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 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.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marketing Common Required Courses</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Marketing Elective Courses</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>22</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<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>
</tr>
<tr>
<td>MKTG:3200</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:4500</td>
<td>Marketing Capstone (must be taken at the University of Iowa)</td>
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</table>

Marketing Elective Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>MKTG:3101</td>
<td>Marketing Metrics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3102</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3103</td>
<td>Advanced Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3300</td>
<td>Web Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3400</td>
<td>Retail Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3401</td>
<td>Merchandise Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3600</td>
<td>Product and Pricing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3605</td>
<td>Strategic Brand Positioning</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3701</td>
<td>Marketing Institute Field Studies</td>
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<tr>
<td>MKTG:4000</td>
<td>Contemporary Topics in Marketing</td>
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<td>MKTG:4101</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:4200</td>
<td>Sales Management</td>
<td>3</td>
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</table>