

Marketing, BBA

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