

# Marketing, B.B.A.

## 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
<b>Total Hours</b>		<b>21</b>

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