

The marketing major provides both a theoretical understanding and a managerial/applied perspective regarding the principles of marketing and an understanding of marketing's interaction with other functional areas of the organization. The courses develop an understanding of the vocabulary of marketing, the process of exchange and the role of relevant information in decision-making.

For students entering Fall, 2023 or later

Revised June 8, 2023

Name _____

Student ID _____

I. Basic Graduation Requirements	
120 - Total Credit Hours	<input type="text"/>
42 - 100-Level or Above Credit Hours	<input type="text"/>
2.0 or Above - Cumulative GPA	<input type="text"/>
2.0 or Above - Business 100-Level Course GPA	<input type="text"/>
Graduation Agreement - Due 15 months prior to graduation	<input type="text"/>
Graduation Application - Online In Self-Service	<input type="text"/>

II. Drake Curriculum - Areas of Inquiry (AOI's)			
	Course	Credit	Grade
First-Year Seminar		3	
Critical Thinking	ACCT 041	3	√
Written Communication		3	
Information Literacy	MKTG 113	3	√
Historical Foundations		3	
Historical Foundations		3	
Global and Cultural Understanding	BUS 070	3	√
Values and Ethics	BLAW 060	3	√
Artistic Experience		3	
Physical Science*		3 or 4	
Life Science*	PSY 001	3 or 4	√
Quantitative Literacy	STAT 071	3	√
Engaged Citizen		3	
Senior Capstone	BUS 195	3	√

*One science course must include a lab.

III. All University Required Courses			
	Course	Credit	Grade
Blueprint for Success-Take in first semester	INTD 025	1	
Equity and Inclusion**	MGMT 110	3	√

** May be used to fill an AOI. MGMT 110 must be taken at Drake to apply.

IV. Business Core Requirements (48 Credits)		
The Business Profession Sequence - Every Semester	Fall	Spring
BUS 001 - The Business Profession I		
BUS 002 - The Business Profession II		
BUS 003 - The Business Profession III		
BUS 004 - The Business Profession IV		
BUS 005- The Business Profession V - as needed		
	Credit	Grade
ACCT 041 - Introduction to Financial Accounting	3	
ACCT 042 - Introduction to Managerial Accounting	3	
ECON 002 - Principles of Microeconomics	3	
IS 044 - Microsoft Office Tools for Business Analysis	2	
MATH 028 (or higher) - Business Calculus	3	
BLAW 060 - Business Law I	3	
BUS 070 - Globalization	3	
BUS 073 -Professional Verbal Communication	2	
BUS 074 - Professional Written Communication	2	
IS 075 - Information Technology and Business	3	
STAT 071 (or ACTS 131) - Statistics I	3	
STAT 072 (or ACTS 135) - Statistics II	3	
FIN 101 - Corporate Finance	3	
MGMT 110 - Organizational Behavior	3	
MGMT 120 - Management of Operations	3	
MKTG 101 - Marketing Principles	3	
BUS 195 - Business Strategy and Policy	3	

V. Marketing Major (25-28 Credits)		
	Credit	Grade
PSY 001 - Intro Psychology	4	
MKTG 113 - Marketing Research	3	
MKTG 115 - Consumer Behavior	3	
MKTG 120 - Digital Marketing	3	
MKTG 195 - Marketing Management	3	
Choose At Least One Track		
Integrated Marketing Communications		
MKTG 106 and 111	6	
One of ART 021; 114, IS 145; 160; JMC 058; 085; 117; MKTG 102	3	
Marketing Management		
MKTG 106, 130, 170 and 180	12	
Marketing Analytics and Research		
MKTG 130 and IS 160	6	
One of ECON 170, IS 114, JMC 117, MKTG 102, MKTG 111, MKTG 180, SCSS 077, STAT 040	3	
Sales & Sales Management		
MKTG 102 and 104	6	
One of MGMT 182, 184, 185, 186, PSY 060 or SCSS (3	
Custom Track		
Three MKTG 100 level courses. Up to two of the Marketing electives may be taken from a four year college or university other than Drake.	9	

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Suggested Course Sequence *

[Pre-requisites and when courses are offered may be found on this page: www.drake.edu/zimpleman/about/forms/](http://www.drake.edu/zimpleman/about/forms/)

First Year, Fall		
Course	Notes	Credits
BUS 001FA		0
FYS		3
INTD 025		1
ACCT 041		3
PSY 001 with lab		4
BUS 073		2
IS 044		2
Term Credits		15

First Year, Spring		
Course	Notes	Credits
BUS 001SP		0
ACCT 042		3
MATH 028		3
BUS 074		2
ECON 002		3
AOI		3
Term Credits		14

Second Year, Fall		
Course	Notes	Credits
BUS 002FA		0
STAT 071		3
MKTG 101		3
IS 075		3
BLAW 060 or BUS 070		3
AOI		3
Term Credits		15

Second Year, Spring		
Course	Notes	Credits
BUS 002SP		0
MKTG 115		3
BUS 070 or BLAW 060		3
STAT 072		3
Elective		3
AOI		3
AOI		3
Term Credits		18

Declare your Marketing Track

Third Year, Fall		
Course	Notes	Credits
BUS 003FA		0
MGMT 110 or MGMT 120		3
FIN 101		3
MKTG 113		3
Elective		3
AOI		3
Zimpleman Graduation Agreement Due		
Term Credits		15

Third Year, Spring		
Course	Notes	Credits
BUS 003SP		0
MGMT 120 or MGMT 110		3
100 Level MKTG Elective		3
MKTG Elective		3
Elective		3
AOI		3
Term Credits		15

Fourth Year, Fall		
Course	Notes	Credits
BUS 004FA		0
MKTG 120		3
MKTG 195 or BUS 195		3
100 Level Elective		3
Elective		3
AOI		3
University Commencement Application Due		
Term Credits		15

Fourth Year, Spring		
Course	Notes	Credits
BUS 004SP		0
BUS 195 or MKTG 195		3
100 Level MKTG Elective		3
100 Level Elective		3
100 Level Elective		3
Elective		3
Term Credits		15

* This plan is an example and your plan may vary. Meet with your advisor to devise a plan that is best for you.

Notes
