



Marketing Major

For students entering Fall,
2017 or later

Aliber 208 (515) 271-3142
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Revised
August 1, 2017

Name _____

Student ID _____

I. Basic Graduation Requirements

124 - 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 Petition	<input type="text"/>
Graduation Application	<input type="text"/>

* GPA Established After Enrolling As A CBPA Student

II. Areas of Inquiry (Drake Curriculum)

	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		3 or 4	
Quantitative Literacy	MATH 028 or 050	3 or 4	√
Engaged Citizen		3	
Senior Capstone	BUS 195	3	√

**One science course must include a lab

III. Non-CBPA/Non-AOI Requirement (9 credits)

	Course	Credits	Grade
	Course		
	Course		
	Course		
	Course		
	Total Credits:	9	

IV. Business Core Requirements (48 Credits)

	Credit	Grade
The Business Profession Sequence (Every Semester)	0	
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	3	
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 084 - Business Data and Knowledge Management	2	
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 195 - Marketing Management	3	
Choose At Least One Track		
Integrated Marketing Communications		
MKTG 102, 106, 120	9	
One of MKTG 109, 111, JMC 058, 085 or 117	3	
Direct & Interactive Marketing		
MKTG 111, 120 and IS 160	9	
One of MKTG 106, 109, ART 021, 114, IS 145 or JMC 058	3	
Marketing Management		
MKTG 106, 120, 130, 170 and 180	15	
Marketing Analytics and Research		
MKTG 120, 130	6	
One of IS 114, 160 or STAT 040	3	
One of MKTG 102, 111, 180, ECON 170, JMC 117 or SCSS 077	3	
Sales & Sales Management		
MKTG 102 and 104	6	
One of MKTG 106, 120 or 180	3	
One of MGMT 182, 184, 186, PSY 060 or SCSS 077	3	