The Department of Marketing offers the following undergraduate programs and program certificates. Specific requirements for these programs are listed within this Department of Marketing section in the following order:

- **Undergraduate Majors (B.A.)**
  - Marketing

- **Minors**
  - Business Communication (also listed in Department of Communication Studies)
  - Marketing (Non-Business Majors)

- **Program Certificates**
  - Entrepreneurship
  - Financial and Real Estate Sales for Business Majors (also listed in Department of Finance)

**Note:** Students majoring in Marketing must satisfy the College of Business Administration (CBA) admission requirements before they can officially declare their major. A copy of the Admission, Retention, and Graduation Policy may be obtained from UNI Business Advising in the College of Business Administration or at http://business.uni.edu/web/pages/currentstudents/advisingcenter-collegepolicies.cfm. Prior to completion of the admission requirements, students may sign an intent to major in Marketing and be classified as a prospective (pre)major. Pre-Marketing majors may enroll in lower division (below 100/3000-level) business courses only. Enrollment in upper division (100/3000/4000-level) business courses and MKTG 2110 (130:101) requires satisfactory completion of the CBA admission requirements and any course prerequisites.

Marketing majors **may** declare a double major, double minor, and/or major and minor within the College of Business Administration, subject to the regulations imposed by those CBA departments affected. Marketing majors minoring within the CBA must select minors designated for business majors. Marketing majors may not declare more than one emphasis in Marketing.

To graduate with a major in Marketing from the College of Business Administration, a student must earn at least 50% of the business credit hours required for the major at UNI. In addition, a minimum of nine graded hours must be earned in 100/3000/4000-level, UNI Marketing courses. Students must take at least 50% of the course work required for the degree outside the College of Business Administration. Up to nine hours of economics (excluding ECON 1021 (920:020)) and six hours of statistics may be counted as outside the College of Business Administration. A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in ACCT xxxx/120:xxx, MKTG xxxx/130:xxx, MGMT xxxx/150:xxx, FIN xxxx/160:xxx, and ECON xxxx/920:xxx courses taken at UNI. Students given permission to graduate out-of-residence must earn a 2.20 or better in all courses approved and accepted for out-of-residence credit.

The Marketing Department may impose additional admission requirements for students wishing to declare a minor or a second CBA major. Eligibility to declare a minor or a second CBA major is based on competitive GPA and space availability. Students may obtain a copy of these requirements from UNIBusiness Advising (CBB 5) in the College of Business Administration.

### Bachelor of Arts Degree Programs

#### Marketing Major

The Marketing major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours. Liberal Arts Core courses included in major program requirements are distinguished by *italics.*

**Required business core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS 1000</td>
<td>Introductory Seminar for Business Professionals</td>
<td>0</td>
</tr>
<tr>
<td>BUSINESS 2000</td>
<td>Business Professionals in Training</td>
<td>0</td>
</tr>
<tr>
<td>ACCT 2120 (120:030)</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2130 (120:031)</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 2110 (130:101)</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 2080 (150:080)</td>
<td>Introduction to Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3100 (150:100)</td>
<td>Legal and Social Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3153 (150:153)</td>
<td>Organizational Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3154 (150:154)</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4175 (150:175)</td>
<td>Business Policy and Strategy</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3130/5130 (160:151g)</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1011 (920:070)</td>
<td>Business Statistics *</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1021 (920:020)</td>
<td>Introduction to Decision Techniques *</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1041 (920:053)</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1051 (920:054)</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Required Marketing courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3113/5113 (130:106g)</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3116/5116 (130:108g)</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>
### Emphases

#### Marketing Management

**Required:**
- MKTG 3163 (130:161) Distribution and Logistics 3
- MKTG 3173 (130:131) New Product Management 3

**Marketing elective - select one course from the following:** 3
- MKTG 3143 (130:150) Advertising and Promotion
- MKTG 3586/5586 (130:175g) Entrepreneurial Strategy
- MKTG 3595 (130:142) Pricing
- MKTG 4595 (130:169) Internship-Marketing

**Global Marketing**

**Required:**
- MKTG 3176/5176 (130:177g) Global Marketing 3
- MKTG 3178/5178 Global Trade Practices 3

**Marketing elective:** 3
- MKTG 4595 (130:169) Internship-Marketing

**Global Marketing (130:169) requires the successful completion of an approved international based Marketing Internship or the successful completion of an approved study abroad Marketing course.**

#### Advertising and Digital Media

**Required:**
- MKTG 3143 (130:150) Advertising and Promotion 3
- MKTG 3146 (130:160) Digital Advertising 3

**Marketing elective - select one course from the following:** 3
- MKTG 3156 (130:178) Services Marketing
- MKTG 3583/5583 (130:170g) Entrepreneurship
- MKTG 4150 Advertising Campaign Development
- MKTG 4595 (130:169) Internship-Marketing

#### Sales Management

**Required:**
- MKTG 3153 (130:153) Personal Selling 3
- MKTG 3154 Sales Management 3

**Marketing elective - select one course from the following:** 3
- MKTG 3156 (130:178) Services Marketing

### Minors

#### Business Communication Minor

The Business Communication minor is interdisciplinary in nature and offered jointly by the College of Business and the College of Humanities, Arts and Sciences. It is under the jurisdiction of the Department of Marketing and the Department of Communication Studies. The minor requires a 12-hour core plus 9 hours from three emphases.

**Required**

- **Communication:** 3
  - COMM 3155 Business and Professional Oral Communication (48C:173)
- **Communication or English:** 3
  - COMM 2555 Interactive Digital Communication (48C:025)
  - or ENGLISH 2770 Introduction to Professional Writing (620:077)
- **Communication or Management:** 3
  - COMM 3055 Organizational Communication (48C:132)
  - or MGMT 3153 Organizational Management (150:153)

**Marketing:**
- MKTG 2110 (130:101) Principles of Marketing 3

**Required:** 3 hours from each of three emphases below: 9

**Total Hours** 21

### EMPHASES

#### 1. Applied Writing Skills

Select one course from the following: 3

**ENGLISH:**
- ENGLISH 4765/5765 Applied Writing: Workplace Communication (620:102g)
- ENGLISH 4770/5770 Applied Writing: Proposals and Grants (620:104g)
- ENGLISH 4775/5775 Applied Writing: Technical Communication (620:105g)

#### 2. Communication Skills
Select one course from the following:  

**Communication Studies:**  
- COMM 1205 (48C:031) Group Communication Skills  
- COMM 4316/5316 (48C:136g) Mediation Theory and Process  
- COMM 4333/5333 (48C:148g) Communication and Conflict Management  
- COMM 4355/5355 (48C:141g) Listening  
- COMM PR 1811 (48P:005) Principles of Public Relations

**3. Business and Professional Communication Contexts and Applications**

Select one of the following:  

**Communication Studies:**  
- COMM 4134/5134 (48C:134g) Organizational Cultures and Communication  
- COMM PR 3844/5844 (48P:184g) Public Relations: Integrated Communications

**Marketing:**  
- MKTG 3143 (130:150) Advertising and Promotion  
- MKTG 3146 (130:160) Digital Advertising  
- MKTG 3153 (130:153) Personal Selling

**Note:** When declaring this minor students must:

- have a 2.70 cumulative GPA.  
- have satisfactorily completed Categories 1A and 1B of the Liberal Arts Core.

Available to all UNI majors.

**Marketing Minor (Non-Business Majors)**

**Required**

**Marketing:**  
- MKTG 2110 (130:101) Principles of Marketing  
- MKTG 3113 (130:106g) Consumer Behavior  
- MKTG 3143 (130:150) Advertising and Promotion  
- MKTG 3146 (130:160) Digital Advertising  
- MKTG 3153 (130:153) Personal Selling  
- MKTG 3154 (130:153) Sales Management

**Economics:**  
- ECON 1031 (920:024) Introduction to Economics  
- ECON 1041 (920:053) Principles of Macroeconomics

**Marketing electives - select four courses from the following:**  
- MKTG 3156 (130:178) Services Marketing  
- MKTG 3163 (130:161) Distribution and Logistics  
- MKTG 3166 (130:166) Retail Management  
- MKTG 3173 (130:131) New Product Management  
- MKTG 3176/5176 (130:177g) Global Marketing  
- MKTG 3178/5178 (130:177) Global Trade Practices  
- MKTG 3583/5583 (130:170g) Entrepreneurship  
- MKTG 3595 (130:142) Pricing  
- MKTG 4150 Advertising Campaign Development  

**Business electives - select one course from the following:**  
- ACCT 2120 (120:030) Principles of Financial Accounting  
- MGMT 3153 (150:153) Organizational Management

**Total Hours** 21

*MKTG 2110 (130:101) has prerequisite of either ECON 1031 (920:024) or ECON 1041 (920:053). ECON 1031 (920:024) or both ECON 1041 (920:053) and ECON 1051 (920:054) will satisfy Category 5B of the Liberal Arts Core.


**Program Certificates**

The University of Northern Iowa makes available, in addition to traditional programs, the opportunity for students to earn program certificates. Program certificates provide an alternative to programs leading to a degree, a major, or a minor; they certify that an individual has completed a program approved by the university. For information on the following program certificates, contact the Department of Marketing or the Office of the Registrar, which serves as the centralized registry.

**Certificate in Entrepreneurship**

The Certificate in Entrepreneurship is open to all majors.

The purpose of the program is to engage students in active participation in the development of entrepreneurial enterprises. They will do this through a combination of traditional course work specifically directed to entrepreneurial ventures and participation in an entrepreneurial enterprise experience through the development of a business plan for a new venture and an experiential project.

For more information, students should contact UNI Business Advising, CBB 5. To enroll in this program students must declare their intent on
Department of Marketing

a Declaration of Curriculum form. The form may be obtained in CBB 5.

**Required**

Business Administration, Interdepartmental:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BUSINESS 2010</td>
<td>Entrepreneurial Fundamentals</td>
<td>3</td>
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Marketing:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2110</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3583/5583 (130:170g)</td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3586/5586 (130:175g)</td>
<td>Entrepreneurial Strategy</td>
<td>3</td>
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Economics:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1031</td>
<td>Introduction to Economics</td>
<td>3</td>
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</tbody>
</table>

Total Hours 15

*ECON 1041 (920:053) and ECON 1051 (920:054) will substitute for ECON 1031 (920:024).

Certificate in Financial and Real Estate Sales for Business Majors

**Required**

Marketing:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3153 (130:153)</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3154</td>
<td>Sales Management</td>
<td>3</td>
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</table>

Finance:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 3130/5130 (160:151g)</td>
<td>Corporation Finance</td>
<td>3</td>
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</table>

Electives from the following:

Finance:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 3050 (160:162)</td>
<td>Risk Management and Insurance</td>
<td></td>
</tr>
<tr>
<td>FIN 3110 (160:140)</td>
<td>Principles of Real Estate</td>
<td></td>
</tr>
<tr>
<td>FIN 3160/5160 (160:152g)</td>
<td>Principles of Investments</td>
<td></td>
</tr>
</tbody>
</table>

Electives from the following:

Management:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>MGMT 3974/5974 (150:174g)</td>
<td>Business, Ethics, and Society</td>
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</table>

Communication Studies*:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3155 (48C:173)</td>
<td>Business and Professional Oral Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4218 (48C:178)</td>
<td>Persuasion</td>
<td></td>
</tr>
<tr>
<td>COMM 4355/5355 (48C:141g)</td>
<td>Listening</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 18

Prerequisite notes:
1) COMM 4355/5355 (48C:141g) and COMM 4218 (48C:178) have junior standing as their prerequisite.
2) COMM 3155 (48C:173) has COMM 1000 (48C:001) Oral Communication as a prerequisite. COMM 1000 (48C:001) is a Liberal Arts Category 1.B. required course that any business major pursuing this certificate would be required to complete.
3) The remaining certificate courses are business courses (i.e., Marketing, Finance, and Management) and all prerequisites for all courses would be required to complete as a business major, for which this certificate is the intended audience.