

Department of Marketing and Entrepreneurship

(Wilson College of Business)

business.uni.edu/marketing-and-entrepreneurship

The Department of Marketing and Entrepreneurship offers the following programs:

Undergraduate Majors (B.A.)

- Marketing (p. 1)

Minors

- Business Communication (p. 2) (also listed in Department of Communication and Media)
- Entrepreneurship (p. 3)
- Marketing (p. 5)

Program Certificates

- Entrepreneurship (p. 6)
- Entrepreneurship (p. 6) (graduate certificate)
- Financial and Real Estate Sales for Business Majors (p. 6) (also listed in Department of Finance)
- Global Marketing (p. 7) (graduate certificate)

Note: A copy of the Wilson College policies may be obtained at <https://business.uni.edu/students/advising/uni-college-business-policies>. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the Wilson College of Business admission requirements and any course prerequisites.

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

All students majoring in business must complete 50% of their major coursework in the Wilson College of Business at UNI. Major coursework would include any undergraduate, credit-bearing, graded course taught in the Wilson College of Business at UNI. Business courses taken at UNI as credit/no credit do not qualify. A minimum of 10 credits must be upper division (3000-4000 level courses). In addition, a minimum of nine graded hours must be earned in 3000/4000-level UNI Marketing courses. A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in business-designated courses taken at UNI.

The Wilson College of Business limits the number of courses that can be counted towards major specific requirements across the College. The College will allow students to double count one major

specific course between majors, with the following exceptions. These exceptions include major combinations which allow two double-counted courses:

- MIS/Business Analytics
- Real Estate/Finance: Financial Management or Investments
- Business Analytics/Economics: Business Economics

This guideline is not applicable to the business core. There are no limitations to the number of courses that can be double-counted towards minors and/or certificates within the College.

The Marketing and Entrepreneurship Department may impose additional admission requirements for students wishing to declare a minor or a second Wilson College of Business major. Eligibility to declare a minor or a second Wilson College of Business major is based on competitive GPA and space availability.

Bachelor of Arts Degree Programs Marketing Major

The Marketing major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required business core

Business Administration, Interdepartmental:		
BUSINESS 1000	Introductory Seminar for Business Professionals	0
BUSINESS 2000	Business Professionals in Training	0
Accounting:		
ACCT 2120	Principles of Financial Accounting	3
ACCT 2130	Principles of Managerial Accounting	3
Marketing:		
MKTG 2110	Principles of Marketing	3
Management:		
MGMT 2080	Introduction to Information Systems	3
MGMT 3100	Legal and Social Environment of Business	3
or ACCT 3075	Legal and Ethical Concepts for Accountants	
MGMT 3154	Operations Management	3
MGMT 3965/5965	Organizational Behavior	3
MGMT 4175	Strategic Management	3
Finance:		
FIN 3130/5130	Corporate Finance	3
Economics:		

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ECON 1011	Statistics for Business Analytics	3
ECON 2090	Decision Analytics	3
ECON 1041	Principles of Macroeconomics	3
ECON 1051	Principles of Microeconomics	3
Mathematics:		
STAT 1772	Introduction to Statistical Methods	3
Required		
Marketing:		
MKTG 3113/5113	Consumer Behavior	3
MKTG 3116/5116	Marketing Analytics	3
MKTG 4170/5170	Marketing Strategy	3
Marketing emphasis area (select one emphasis area below)		9
Total Hours		60

Emphases

Advertising and Digital Media

Required:		
MKTG 3143	Advertising and Promotion	3
MKTG 3146/5146	Digital Advertising	3
Marketing elective - select one course from the following:		3
MKTG 3148/5148	Digital Customer Experience	
ENTR 3583/5583	Entrepreneurship	
MKTG 4150	Advertising Campaign Development	
MKTG 4595	Internship-Marketing	

Sales Management

Required:		
MKTG 3153	Professional Selling	3
MKTG 3154	Sales Management	3
Marketing elective - select one course from the following:		3
MKTG 3155	Business to Business Marketing	
MKTG 3156	Services Marketing	
MKTG 3166	Retail Management	
MKTG 3595	Value Based Pricing	
MKTG 4595	Internship-Marketing	
ENTR 3583/5583	Entrepreneurship	

Marketing Management

Required:		
MKTG 3155	Business to Business Marketing	3
MKTG 3173	Product Management	3
Marketing elective - select one course from the following:		3
MKTG 3156	Services Marketing	
MKTG 3163	Distribution and Logistics	
MKTG 3166	Retail Management	
MKTG 3176/5176	Global Marketing	
MKTG 3178/5178	Global Trade Practices	

MKTG 3595	Value Based Pricing
MKTG 4595	Internship-Marketing
ENTR 3586/5586	Entrepreneurial Strategy

Minors

Business Communication Minor

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

Required

Communication:		
COMM 3155	Professional and Public Communication	3
Communication or English:		
CM CORE 1001	Digital Toolbox	
or ENGLISH 2770 Introduction to Workplace Writing		
Communication or Management:		3
COMM 3055	Organizational Communication	
or MGMT 3965/5965 Organizational Behavior		
Marketing:		
MKTG 2110	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 *	
ENGLISH 4770/5770 Applied Writing: Proposals and Grants *	
ENGLISH 4775/5775 Applied Writing: Specialized Documents *	

2. Communication Skills

Select one course from the following:	3
Communication and Media:	
COMM 4333/5333	Communication and Conflict Management
COMM PR 1811	Principles of Public Relations

3. Business and Professional Communication Contexts and Applications

Select one of the following:	3
Communication and Media:	
COMM 4134/5134	Organizational Cultures and Communication

COMM PR 3844/584	Public Relations: Integrated Communications
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Marketing:

MKTG 3143	Advertising and Promotion
MKTG 3146/5146	Digital Advertising
MKTG 3153	Professional Selling

Note: When declaring this minor students must:

- have a 2.50 cumulative GPA.
- have satisfactorily completed the Written and Oral requirements of the UNIFI/General Education program.

Available to all UNI majors.

* These courses have pre or co-requisite of MGMT 2080 or ENGLISH 2770 or consent of instructor.

Entrepreneurship Minor

The Entrepreneurship minor will be an extension of the already existing Entrepreneurship certificate. The purpose of the certificate 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. The minor will expand this goal by allowing students to learn entrepreneurship skills that specifically fit their major and career.

The minor will entail the same classes as the Entrepreneurship certificate (currently 15 hours) with the addition of one elective course from the Marketing Department and one elective course from the student's field of study.

A student can pursue the Entrepreneurship Minor or Entrepreneurship Certificate, but not both.

The full description with prerequisites and hours required are shown below:

Students must meet prerequisites before taking courses. A total cumulative or UNI cumulative GPA of 2.5 is required to declare this minor.

Required:

ENTR 2010	Financials for the Entrepreneurial Enterprise	3
ECON 1031	Introduction to Business Economics *	3
MKTG 2110	Principles of Marketing	3
ENTR 3583/5583	Entrepreneurship	3
ENTR 3586/5586	Entrepreneurial Strategy	3
Required Marketing Elective, choose one from the following: **		3
MKTG 3113/5113	Consumer Behavior	
MKTG 3116/5116	Marketing Analytics	
MKTG 3143	Advertising and Promotion	
MKTG 3146/5146	Digital Advertising	
MKTG 3153	Professional Selling	

MKTG 3154	Sales Management	
MKTG 3156	Services Marketing	
MKTG 3163	Distribution and Logistics	
MKTG 3166	Retail Management	
MKTG 3173	Product Management	
MKTG 3176/5176	Global Marketing	
MKTG 3178/5178	Global Trade Practices	
MKTG 3595	Value Based Pricing	
ENTR 4186	Studies in Entrepreneurship	
One course required within the student's declared major: **		3
ACCT 2130	Principles of Managerial Accounting	
ACCT 3130	Cost Accounting and Analysis	
ACT SCI 3790	Introduction to Actuarial Science	
ANTH 3440	Introduction to Museum Studies	
ART 2020	Ceramics I	
ART 2030	Graphic Design I	
ART 2050	Painting I	
ART 2060	Performance Art I	
ART 2070	Creative Photography I: Digital Photography	
ART 2080	Printmaking I: Strategies	
ART 2090	Sculpture I	
ART 3011	Life Drawing	
ART 3020	Ceramics II	
ART 3022	Ceramics III	
ART 3030	Graphic Design II	
ART 3031	Graphic Design: Identity System Design	
ART 3032	Graphic Design: Digital Image Design	
ART 3033	Graphic Design: Typography	
ART 3034	Graphic Design: Publication Design	
ART 3035	Graphic Design: Motion Design and Animation	
ART 3036	Graphic Design: Web and Interactive Design	
ART 3037	Book Arts	
ART 3038	Graphic Design: Portfolio Preparation	
ART 3055	Painting III	
ART 3060	Performance Art II	
ART 3066/5066	Performance Art III	
ART 3070	Creative Photography II	
ART 3077	Creative Photography III	
ART 3078	Color Photography	
ART 3080	Printmaking II: Applications	
ART 3088	Printmaking III: Directions	
ART 3090	Sculpture II	
ART 3099	Sculpture III	

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ART 4010/5010	Professional Practices	ENGLISH 4770/5770	Applied Writing: Proposals and Grants
COMM PR 3844/5844	Public Relations: Integrated Communications	ENGLISH 4775/5775	Applied Writing: Specialized Documents
COMM PR 3855	Public Relations Writing	ENGLISH 4780/5780	The Profession of Editing
COMM PR 3940	Advanced Applied Public Relations	ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers
COMM PR 4855/5855	Public Relations Campaign Methods	FAM SERV 2060	Strategies and Issues in Family Services
COMM 2455	Skills for Making Performance	FAM SERV 3176/5176	Consumer Behavior Across the Lifespan
COMM 3155	Professional and Public Communication	FAM SERV 4190	Professional Practice in Family Services
COMM 3941	Advanced Applied Performance Studies	FIN 3110	Principles of Real Estate
COMM 4116/5116	Health Communication	FIN 3115	Real Estate Law and Brokerage
COMM 4155/5155	Organizational Communication Assessment	FIN 3120	Real Estate Appraisal and Investment
COMM DM 1620	Fundamentals of Journalism	FIN 3135	Intermediate Financial Management
COMM DM 1652	Writing for Digital Media	FIN 3160/5160	Principles of Investments
CRIM 2022	Criminal Justice System	FIN 3170/5170	Commercial Bank Management
CRIM 2112	White Collar Crime	GEOG 3110	Economic Geography
CS 2420	Computer Architecture and Parallel Programming	GEOG 4120/5120	Demography and Population Geography
CS 2530	Intermediate Computing	GERO 4170/5170	Long Term Care Administration
CS 2720	Software Engineering	HIST 3020	Introduction to Museum Studies
CS 3120/5120	User Interface Design	INTDSGN 2063	Computer Applications for Interior Design I
CS 3140/5140	Database Systems	INTDSGN 3129	Building Codes and Standards
CS 3150/5150	Information Storage and Retrieval	INTDSGN 3164	Professional Practice of Interior Design
CS 3430/5430	Operating Systems	INTDSGN 3165	Professional Preparation in Interior Design
CS 3470/5470	Networking	PH 3640	Worksite Health Promotion
CS 3610/5610	Artificial Intelligence	RTNL 3110	Management and Human Resources in Recreation, Tourism and Nonprofit Leadership
CS 3650/5650	Computational Biology	RTNL 3130	Marketing in Recreation, Tourism and Nonprofit Leadership
CS 3730/5730	Project Management	RTNL 3337	Human Resource Development for Recreation, Tourism and Nonprofit Leadership
CS 3750/5750	Software Verification and Validation	RTNL 3338	Planning Strategies in Nonprofit and Youth Agencies
CS 4400/5400	System Administration	RTNL 3774	Conferences, Expositions and Conventions in Tourism
CS 4410/5410	System Security	RTNL 3777/5777	Special Events Management
CS 4620/5620	Intelligent Systems	RTNL 3778/5778	Community Based Tourism
CS 4740/5740	Real-Time Embedded Systems	RTNL 4210/5210	Nonprofit Leadership Practicum, Level II
CSD 3650	Clinical Processes		
CSD 3900/5900	Aural Rehabilitation		
CSD 4500	Clinical Practice		
EARTHSCI 3250/5250	Measurement and Analysis of Air Quality		
EARTHSCI 3345/5345	Environmental Geology		
EARTHSCI 3350/5350	Environmental Hydrology		
EARTHSCI 3355/5355	Hydrogeology		
EARTHSCI 3360/5360	Field and Laboratory Methods in Hydrology		
ENGLISH 2770	Introduction to Workplace Writing		
ENGLISH 4765/5765	Applied Writing: Workplace Communication		

RTNL 4320	Financial Resource Management in Recreation, Tourism and Nonprofit Leadership
RTNL 4621/5621	Camp Staff Development
RTNL 4625/5625	Camp Management Systems
RTNL 4776/5776	Eco, Adventure and Sport Tourism
MGMT 3153	Organizational Management
MIL SCI 3116	Platoon Operations
MIL SCI 3117	Applied Leadership in Platoon Operations
MIL SCI 3118	Mission Command and the Army Profession
MIL SCI 3119	Mission Command and the Company Grade Officer
PHYSICS 4050/5050	Optical Science
PHYSICS 4290/5290	Project Lead The Way: Digital Electronics
PHYSICS 4300/5300	Introduction to Electronics
PHYSICS 4310/5310	Physical Computing
PHYSICS 4600/5600	Classical Mechanics
PHYSICS 4700/5700	Electrodynamics
PHYSICS 4750/5750	Physics of Modern Materials
PHYSICS 4800/5800	Quantum Mechanics
PHYSICS 4860/5860	Computational Physics
PHYSICS 4900/5900	Thermodynamics and Statistical Mechanics
POL AMER 3174	Management of Public Human Resources
PSYCH 2301	Applied Psychology
PSYCH 3304	Work Psychology: Well-Being
PSYCH 3305	Work Psychology: Performance
SOC 1000	Introduction to Sociology
SOC 3045/5045	Social Inequality
TECH 2119	Computer Applications in Technology
TECH 3113	Manufacturing Tooling
TECH 3131/5131	Technical Project Management
TECH 3143	Managing Operations and Manufacturing Systems
TECH 4093/5093	Graphic Communications Estimating and Management I
TECH 4161	Digital Graphic Communications
TECH 4187	Applied Industrial Supervision and Management
TECH CM 2000	Land, Route, and Construction Surveying
TECH CM 3000	Heavy Construction Operations & Equipment
TECH CM 3050	Construction Estimating
TEXDSGN 2005	Fashion Event Planning and Digital Marketing

TEXDSGN 2007	Apparel Assembly and Technical Design
TEXDSGN 2008	Computer Applications for the Textile and Apparel Industry
TEXDSGN 3009	Textile Structures & Sourcing
PRODINNO 2000	Quality Assurance
PRODINNO 4000	Product Development
TEXDSGN 3012	Fashion Design: Flat Pattern and Draping
TEXDSGN 3013	Professional Development: Textile and Apparel
THEATRE 2060	Production Studies
THEATRE 2190	Stage Management
THEATRE 3050	Theatre Production
THEATRE 3155	Topics in Theatre Design and Production
THEATRE 3220	Design I: Theatrical Design Aesthetics
THEATRE 3230	Design II: Theatrical Design Process
THEATRE 3240	Design III: Theatrical Design Application

Total Hours **21**

* ECON 1041 or ECON 1051 will substitute for ECON 1031.

**Some of the courses listed may require prerequisites prior to enrollment. Please consult with the UNI course catalog or appropriate department head to determine requirements for the courses.

Marketing Minor

Required

Marketing:		
MKTG 2110	Principles of Marketing *	3
Economics:		
ECON 1031	Introduction to Business Economics	3
or ECON 1041	Principles of Macroeconomics	
Marketing electives - select four courses from the following:		12
MKTG 3113/5113	Consumer Behavior	
MKTG 3143	Advertising and Promotion	
MKTG 3146/5146	Digital Advertising	
MKTG 3148/5148	Digital Customer Experience	
MKTG 3153	Professional Selling	
MKTG 3154	Sales Management	
MKTG 3155	Business to Business Marketing	
MKTG 3156	Services Marketing	
MKTG 3163	Distribution and Logistics	
MKTG 3166	Retail Management	
MKTG 3173	Product Management	
MKTG 3176/5176	Global Marketing	
MKTG 3178/5178	Global Trade Practices	

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ENTR 3583/5583	Entrepreneurship	
MKTG 3595	Value Based Pricing	
MKTG 4150	Advertising Campaign Development	
Business electives - select one course from the following:		3
Accounting:		
ACCT 2120	Principles of Financial Accounting	
Management:		
MGMT 3965/5965	Organizational Behavior	
Total Hours		21

* MKTG 2110 has prerequisite of either ECON 1031 or ECON 1041. ECON 1031 or ECON 1041 will satisfy the Quantitative Reasoning requirement of the UNIFI/General Education program.

This minor is only available to non-business majors.

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. A student can pursue the Entrepreneurship Minor or Entrepreneurship Certificate, but not both.

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 the Office of Professional Distinction, CBB 5. To enroll in this program students must declare their intent on a Declaration of Curriculum form. The form may be obtained in CBB 5.

Required

Marketing and Entrepreneurship:		
MKTG 2110	Principles of Marketing	3
ENTR 2010	Financials for the Entrepreneurial Enterprise	3
ENTR 3583/5583	Entrepreneurship	3
ENTR 3586/5586	Entrepreneurial Strategy	3
Economics:		
ECON 1031	Introduction to Business Economics**	3
Total Hours		15

* ECON 1041 and ECON 1051 will substitute for *ECON 1031*.

Certificate in Entrepreneurship (graduate certificate)

This certificate is available to any graduate student interested in entrepreneurial applications of their degree program.

Required:

ENTR 3583/5583	Entrepreneurship	3
ENTR 3586/5586	Entrepreneurial Strategy	3
ACCT 6030	Accounting for Business Management	3
Select one additional 5000 or 6000 level MKTG or ENTR course (or from another department with department approval)		3
Total Hours		12

Certificate in Financial and Real Estate Sales for Business Majors

Required

Marketing:		
MKTG 3153	Professional Selling	3
MKTG 3154	Sales Management	3
Finance:		
FIN 3130/5130	Corporate Finance	3
Electives from the following:		
Finance:		
FIN 3050	Risk Management and Insurance	
FIN 3110	Principles of Real Estate	
FIN 3160/5160	Principles of Investments	
Electives from the following:		3
Management:		
MGMT 3974/5974	Business, Ethics, and Society	
Communication and Media*:		
COMM 3155	Professional and Public Communication	
COMM 4218	Persuasion	
Total Hours		18

* Prerequisite notes:

- 1) COMM 4218 has junior standing as a prerequisite.
- 2) COMM 3155 has COMM 1000 Oral Communication as a prerequisite. COMM 1000 will satisfy the Oral Communication requirement of the UNIFI/General Education program.
- 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.

Certificate in Global Marketing (graduate certificate)

This certificate is open to any graduate student but primarily of interest to MBA students desiring a specialty area. Courses need to be taken at the 5000/6000 level.

Required:

MKTG 3176/5176	Global Marketing	3
MKTG 3178/5178	Global Trade Practices	3
MKTG 6170	Marketing Management	3
Select one from the following:		3
MGMT 3189/5189	International Management	
ECON 5249	Economic Development	
ECON 3224/5224	International Trade and Financial Economics	
Total Hours		12