

Department of Marketing and Entrepreneurship

(College of Business)

business.uni.edu/marketing

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

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

Note: Students majoring in Marketing must satisfy the College of Business admission requirements before they can officially declare their major. A copy of the Admission, Retention, and Graduation Policy may be obtained from UNIBusiness Advising in the College of Business or at <https://business.uni.edu/students/advising/uni-college-business-policies>. 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 3000-level) business courses only. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the 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 College of Business, subject to the regulations imposed by those College of Business departments affected. Marketing majors minoring within the College of Business 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, 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 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 ACCT xxxx, MKTG xxxx, MGMT xxxx, FIN xxxx, and ECON xxxx 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 and Entrepreneurship Department may impose additional admission requirements for students wishing to declare a minor or a second College of Business major. Eligibility to declare a minor or a second College of Business 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.

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
MGMT 3154	Operations Management	3
MGMT 3965/5965	Organizational Behavior	3
MGMT 4175	Strategic Management	3
Finance:		
FIN 3130/5130	Corporate Finance	3
Economics:		
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

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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	Digital Advertising	3
Marketing elective - select one course from the following:		3
MKTG 3148	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 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 and Media. The minor requires a 12-hour core plus 9 hours from three emphases.

Required

Communication:		
COMM 3155	Business and Professional Oral Communication	3
Communication or English:		3
COMM 2555	Interactive Digital Communication I	
or ENGLISH 2770 Introduction to Workplace Writing		
Communication or Management:		3
COMM 3055	Organizational Communication	
or MGMT 3153 Organizational Management		
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 3844/5844 Public Relations: Integrated Communications	
Marketing:	
MKTG 3143 Advertising and Promotion	

MKTG 3146	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.

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	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	
ACT SCI 3790	Introduction to Actuarial Science	
ANTH 3440/5440	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 Graphics	
ART 3036	Graphic Design: Web and Interactive Design	
ART 3037	Graphic Design: Book Structures	
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	
ART 4010/5010	Professional Practices	
AT 3060	Athletic Training Administration and Professional Development	

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COMM PR 3844/584	Public Relations: Integrated Communications	ENGLISH 2770	Introduction to Workplace Writing
COMM PR 3855	Public Relations Writing	ENGLISH 4765/5765	Applied Writing: Workplace Communication
COMM PR 3940	Advanced Applied Public Relations	ENGLISH 4770/5770	Applied Writing: Proposals and Grants
COMM PR 4855/585	Public Relations Campaign Methods	ENGLISH 4775/5775	Applied Writing: Specialized Documents
COMM 2455	Skills for Making Performance	ENGLISH 4780/5780	The Profession of Editing
COMM 2555	Interactive Digital Communication I	ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers
COMM 3155	Business and Professional Oral Communication	FAM SERV 2060	Strategies and Issues in Family Services
COMM 3941	Advanced Applied Performance Studies	FAM SERV 3176/5176	Consumer Behavior Across the Lifespan
COMM 4116/5116	Health Communication	FAM SERV 4190	Professional Practice in Family Services
COMM 4155/5155	Organizational Communication Assessment	FIN 3055	Insurance Company Operations
COMM 4556/5556	Interactive Digital Visualization	FIN 3110	Principles of Real Estate
COMM DM 1620	Fundamentals of Journalism	FIN 3115	Real Estate Law and Brokerage
COMM DM 1651	Digital Media Production I	FIN 3120	Real Estate Appraisal and Investment
COMM DM 1652	Writing for Digital Media	FIN 3135	Intermediate Financial Management
CRIM 2022	Criminal Justice System	FIN 3160/5160	Principles of Investments
CRIM 2112	White Collar Crime	FIN 3170/5170	Commercial Bank Management
CS 2420	Computer Architecture and Parallel Programming	GEOG 3110	Economic Geography
CS 2530	Intermediate Computing	GEOG 4120/5120	Demography and Population Geography
CS 2720	Software Engineering	GERO 4170/5170	Long Term Care Administration
CS 3120/5120	User Interface Design	HIST 4020/5020	Introduction to Museum Studies
CS 3140/5140	Database Systems	INTDSGN 2063	Computer Applications for Interior Design I
CS 3150/5150	Information Storage and Retrieval	INTDSGN 3129	Interior Design Standards
CS 3430/5430	Operating Systems	INTDSGN 3164	Professional Practice of Interior Design
CS 3470/5470	Networking	INTDSGN 3165	Professional Preparation in Interior Design
CS 3610/5610	Artificial Intelligence	PH 3640/5640	Worksite Health Promotion
CS 3650/5650	Computational Biology	RTNL 3110	Management and Human Resources in Recreation, Tourism and Nonprofit Leadership
CS 3730/5730	Project Management	RTNL 3130	Marketing in Recreation, Tourism and Nonprofit Leadership
CS 3750/5750	Software Verification and Validation	RTNL 3337	Human Resource Development for Recreation, Tourism and Nonprofit Leadership
CS 4400/5400	System Administration	RTNL 3338	Planning Strategies in Nonprofit and Youth Agencies
CS 4410/5410	System Security		
CS 4620/5620	Intelligent Systems		
CS 4740/5740	Real-Time Embedded Systems		
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		

RTNL 3774	Conferences, Expositions and Conventions in Tourism
RTNL 3777/5777	Special Events Management
RTNL 3778/5778	Community Based Tourism
RTNL 4210/5210	Nonprofit Leadership Practicum, Level II
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
RTNL 4997/5997	Administrative Practices in Therapeutic Recreation
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
KINES 2037	Applied Choreography
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	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 4193	Graphic Communication Estimating and Management II
TECH CM 2000	Land, Route, and Construction Surveying
TECH CM 2100	Mechanical Systems in Construction
TECH CM 3000/5000	Civil Construction
TECH CM 3050	Construction Estimating
TECH CM 3100	Electrical Construction Materials and Methods
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
TEXDSGN 3010	Quality Assurance for Textile Materials
TEXDSGN 3012	Fashion Design: Flat Pattern and Draping
TEXDSGN 3013	Professional Development: Textile and Apparel
TEXDSGN 4016	Apparel Product Development
THEATRE 2040	Design Elements for Theatre
THEATRE 2060	Production Studies
THEATRE 2190	Stage Management
THEATRE 3050	Theatre Production
THEATRE 3155	Topics in Theatre Design and Production
THEATRE 3195/5195	Playwriting
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	

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Marketing electives - select four courses from the following: 12

MKTG 3113/5113	Consumer Behavior
MKTG 3143	Advertising and Promotion
MKTG 3146	Digital Advertising
MKTG 3148	Digital Customer Experience
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
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
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Management:

MGMT 3965/5965	Organizational Behavior
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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 not available to Marketing and Entrepreneurship 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 UNIBusiness Advising, 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
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Total Hours 15

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

Graduate Certificate in Entrepreneurship

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
FIN 6266	Financial Management and Markets	3
ACCT 6030	Managerial Accounting	3
Select one additional 5000 or 6000 level MKTG or ENTR course (or from another department with department approval)		3

Total Hours 15

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
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Electives from the following: 6

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
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Communication and Media*:

COMM 3155	Business and Professional Oral Communication
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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.

Graduate Certificate in Global Marketing

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 two from the following:		6
MGMT 6250	Business Strategy	
MGMT 3189/5189	International Management	
ECON 5249	Economic Development	
Total Hours		15

Marketing: Advertising and Digital Media, B.A.

Objective 1: Students will demonstrate disciplinary content knowledge

- 1.1 Learners will demonstrate broad knowledge of the business disciplines
- 1.2 Learners will demonstrate depth of knowledge in Marketing
 - 1.2.1 The rationale and interconnectedness among elements of a marketing strategy
 - 1.2.2 How to develop a coherent marketing mix
 - 1.2.3 Principles of analytics and marketing research
 - 1.2.4 Psychological, sociological, and cultural aspects of human behavior in a dynamic marketing environment

Objective 2: Students will display analytical skills to aid in business decision-making

- 2.1 Learners will display a broad set of quantitative skills
- 2.2 Learners will display appropriate use of relevant technology/software

Objective 3: Students will display strong communication skills

Objective 4: Students will be able to apply critical thinking skills

- 4.1 Recognize a marketing and business decision context and constraints
- 4.2 Apply critical thinking skills to marketing challenges in a business environment

Objective 5: Learners will be able to identify and ready to exhibit strong work values in contemporary organizations

- 5.1 Learners will identify ethical components in business situations
- 5.2 Learners will display strong work values associated with professionalism, collaborative work, and DEI.

Marketing: Marketing Management, B.A.

Objective 1: Students will demonstrate disciplinary content knowledge

- 1.1 Learners will demonstrate broad knowledge of the business disciplines
- 1.2 Learners will demonstrate depth of knowledge in Marketing
 - 1.2.1 The rationale and interconnectedness among elements of a marketing strategy
 - 1.2.2 How to develop a coherent marketing mix
 - 1.2.3 Principles of analytics and marketing research
 - 1.2.4 Psychological, sociological, and cultural aspects of human behavior in a dynamic marketing environment

Objective 2: Students will display analytical skills to aid in business decision-making

- 2.1 Learners will display a broad set of quantitative skills
- 2.2 Learners will display appropriate use of relevant technology/software

Objective 3: Students will display strong communication skills

Objective 4: Students will be able to apply critical thinking skills

- 4.1 Recognize a marketing and business decision context and constraints
- 4.2 Apply critical thinking skills to marketing challenges in a business environment

Objective 5: Learners will be able to identify and ready to exhibit strong work values in contemporary organizations

- 5.1 Learners will identify ethical components in business situations
- 5.2 Learners will display strong work values associated with professionalism, collaborative work, and DEI.

Marketing: Sales Management, B.A.

Objective 1: Students will demonstrate disciplinary content knowledge

- 1.1 Learners will demonstrate broad knowledge of the business disciplines
- 1.2 Learners will demonstrate depth of knowledge in Marketing

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1.2.1 The rationale and interconnectedness among elements of a marketing strategy

1.2.2 How to develop a coherent marketing mix

1.2.3 Principles of analytics and marketing research

1.2.4 Psychological, sociological, and cultural aspects of human behavior in a dynamic marketing environment

Objective 2: Students will display analytical skills to aid in business decision-making

2.1 Learners will display a broad set of quantitative skills

2.2 Learners will display appropriate use of relevant technology/software

Objective 3: Students will display strong communication skills

Objective 4: Students will be able to apply critical thinking skills

4.1 Recognize a marketing and business decision context and constraints

4.2 Apply critical thinking skills to marketing challenges in a business environment

Objective 5: Learners will be able to identify and ready to exhibit strong work values in contemporary organizations

5.1 Learners will identify ethical components in business situations

5.2 Learners will display strong work values associated with professionalism, collaborative work, and DEI.

Entrepreneurship Courses

ENTR 1010. Overview of Entrepreneurship — 3 hrs.

The course will detail various paths of entrepreneurship available to UNI while introducing students to current entrepreneurial methodology including the entrepreneurial mindset, entrepreneurship, lean startup, design thinking, and Agile. (Fall and Spring)

ENTR 2010. Financials for the Entrepreneurial Enterprise — 3 hrs.

Focused on constructing projected financial statements for a start-up company using market research and industry analysis data given a lack of historical data. Lays foundation for skills and motivations necessary for entrepreneurial success. Prerequisite(s): sophomore standing. (Fall and Spring)

ENTR 3583/5583. Entrepreneurship — 3 hrs.

Students develop a startup business idea within a supportive team environment. Activities include opportunity assessment, new venture strategic planning, creation of a business plan, and presentation of the business pitch. Prerequisite(s): For College of Business majors: admittance to College of Business. For non-College of Business majors: ENTR 2010; junior standing. (Fall and Spring)

ENTR 3586/5586. Entrepreneurial Strategy — 3 hrs.

Students help an existing start-up business in the community scale to the next level. Using engagement and prototyping experiments, teams identify entrepreneurial, innovation or growth opportunities and present a strategic plan to the client and external judges. This is a service-learning designated course. Prerequisite(s): ENTR 3583/5583; junior standing. (Fall and Spring)

Marketing Courses

MKTG 2110. Principles of Marketing — 3 hrs.

Conceptual understanding and application of customer determination selection, product management, distribution, pricing considerations, and promotional activities within an economic and business environment as related to a strategic marketing plan. Prerequisite(s): ECON 1031 or ECON 1041. (Fall, Spring, Summer)

MKTG 3113/5113. Consumer Behavior — 3 hrs.

Behavioral science concepts, models, findings and methods applied to the buying process and marketing management decision-making. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3116/5116. Marketing Analytics — 3 hrs.

Qualitative and quantitative analytical methods for collection, interpretation, and presentation of customer, market, and competitor data for marketing management decision-making. Prerequisite(s): MKTG 2110; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; junior standing. (Fall and Spring)

MKTG 3143. Advertising and Promotion — 3 hrs.

Decision making in advertising and consumer promotions, with focus on message strategy, targeting, and formulating highly responsive online campaigns. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3146. Digital Advertising — 3 hrs.

Immersive hands-on study of digital advertising techniques and strategies in tradigital, social media, and mobile marketing, including the use of digital analytical tools to measure success. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3148. Digital Customer Experience — 3 hrs.

Course will address customer experience development related to the creation of customer-focused digital experiences (websites, apps, augmented reality) that provide value. Research, strategy, planning, designing, prototyping, and measurement will be emphasized. Prerequisite(s): MKTG 2110 or consent of instructor. (Fall)

MKTG 3153. Professional Selling — 3 hrs.

Basic concepts and skills of professional selling, including customer analysis, communication skills, effective openings closings, and customer relations; selling skills concepts developed through the extensive use of sales exercises and cases. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3154. Sales Management — 3 hrs.

Study of advanced selling techniques, planning account maintenance, strategic sales messaging and an introduction to customer relationship management (CRM) technology. Prerequisite(s): MKTG 2110; MKTG 3153; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3155. Business to Business Marketing — 3 hrs.

The course is designed to provide an opportunity for students to understand managerial issues and challenges involved in the task of making products and services available to business customers. The course focuses on functions and behaviors in essentially an inter-organizational system that is designed to create value by effectively and efficiently linking points of production and the points of consumption in Business Markets. In essence, Business to Business (B2B) Marketing Management addressed how to understand, create,

and deliver value when selling goods and services to other businesses, governments, and institutional customers. Students will learn how business markets differ from consumer markets, assess opportunities in business markets, and make marketing decisions that enable B2B companies to generate and deliver value for themselves, their business partners, and customers. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3156. Services Marketing — 3 hrs.

Issues concerning quality customer service and improving business and non-profit strategies in the services industry. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3163. Distribution and Logistics — 3 hrs.

Study of behavioral aspects of channel member relationships and third party facilitators; contemporary strategies in managing channel functions of products and services movement information to provide desired customer service levels. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3166. Retail Management — 3 hrs.

Examination of strategic retail management, situation analysis including store web, non-store forms of understanding customers gathering information, location planning, managing a retail business, merchandise management, pricing, and promotion. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 3173. Product Management — 3 hrs.

Management of marketing offerings from brand development, through competitive analysis and messaging strategy, to marketing technology and customer experience. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall)

MKTG 3176/5176. Global Marketing — 3 hrs.

Assessment, adaptation and implementation of basic marketing principles to compete in the global marketplace utilizing real world scenarios. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall)

MKTG 3178/5178. Global Trade Practices — 3 hrs.

Application of processes and requirements for international or trade transactions; course develops knowledge skills required for the Certified Global Business Professional examination utilizing global management and marketing, supply chain, and trade finance tools. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 3179. Cooperative Education in Marketing — 1-6 hrs.

Offered on credit/no-credit basis only. Not accepted for credit toward the Marketing major, but can be used as a university elective. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; UNI cumulative GPA of 2.50 or better; consent of department head. (Fall, Spring, Summer)

MKTG 3595. Value Based Pricing — 3 hrs.

Focus on the marketing task of assessing and recovering value by integrating the economic, behavioral, and psychological dimensions of pricing. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 4150. Advertising Campaign Development — 3 hrs.

Comprehensive development of an integrated advertising campaign created for a national client using relevant marketing data platforms in response to a real-world marketing challenge. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; MKTG 3143 or MKTG 3146 or Instructor approval; junior standing. (Spring)

MKTG 4170/5170. Marketing Strategy — 3 hrs.

Integration of major marketing functions from a managerial perspective. Emphasis on developing marketing strategies and applying strategic marketing decisions. Prerequisite(s): MKTG 2110; MKTG 3113/5113; MKTG 3116/5116; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; senior standing. (Fall and Spring)

MKTG 4198. Independent Study — 1-6 hrs.

Not accepted for credit toward the Marketing major, but can be used as a university elective. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing; consent of department head. (Fall, Spring, Summer)

MKTG 4595. Internship-Marketing — 2-8 hrs.

Full-time internship in a marketing-related business for a minimum of eight weeks. Maximum of 3 hours may be applied to Marketing major electives category. Prerequisite(s): MKTG 2110; MKTG 3113/5113; MKTG 3116/5116; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; UNI cumulative GPA of 2.50 or better; senior standing; consent of department head. (Fall, Spring, Summer)

MKTG 6170. Marketing Management — 3 hrs.

Integrated and applied approach utilizing modern marketing theory and practice by developing a framework for decision making and implementing a marketing program. Prerequisite(s): consent of MBA Director. (Variable)

MKTG 6285. Individual Readings — 1-3 hrs.

May be repeated for maximum of 4 hours. Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6297. Practicum — 1-3 hrs.

Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6299. Research — 1-6 hrs.

Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6595. Topics in Marketing — 1-3 hrs.

Selected topics in marketing. May be repeated for maximum of 6 hours. Anticipated typical credit of 1 hour. Prerequisite(s): consent of MBA Director. (Variable)