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 (p. 1)

Minors

- Business Communication (p. 2) (also listed in Department of Communication Studies)
- Entrepreneurship (p. 3)
- Marketing (Non-Business Majors) (p. 6)

Program Certificates

- Entrepreneurship (p. 6)
- Financial and Real Estate Sales for Business Majors (p. 7) (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 UNIBusiness Advising in the College of Business Administration or at business.uni.edu/unibusiness-undergrad-opportunities-college-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 100/3000/4000-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 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

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

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<td>STAT 1772 (800:072)</td>
<td>Introduction to Statistical Methods</td>
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</table>
### Department of Marketing

**Marketing:**
- MKTG 3113/5113 (130:106g) Consumer Behavior 
- MKTG 3116/5116 (130:108g) Marketing Research 
- MKTG 4170/5170 (130:191g) Marketing Strategy 

**Marketing emphasis area (select one emphasis area below)**

**Total Hours**

### Emphases

#### Marketing Management

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

**Marketing elective - select one course from the following:**
- MKTG 3143 (130:150) Advertising and Promotion 
- MKTG 3166 (130:166) Retail Management 
- MKTG 3586/5586 (130:175g) Entrepreneurial Strategy
- MKTG 3595 (130:142) Value Based Pricing 
- MKTG 4595 (130:169) Internship-Marketing

#### Global Marketing

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

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

**MKTG 4595 (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 
- MKTG 3146 (130:160) Digital Advertising

**Marketing elective - select one course from the following:**
- 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 
- MKTG 3154 Sales Management

**Marketing elective - select one course from the following:**
- MKTG 3156 (130:178) Services Marketing 
- MKTG 3166 (130:166) Retail Management 
- MKTG 3583/5583 (130:170g) Entrepreneurship 
- MKTG 3595 (130:142) Value Based Pricing 
- MKTG 4595 (130:169) Internship-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:**
- COMM 3155 (48C:173) Business and Professional Oral Communication

**Communication or English:**
- COMM 2555 (48C:025) Interactive Digital Communication 
- or ENGLISH 2770 (620:077) Introduction to Professional Writing

**Communication or Management:**
- COMM 3055 (48C:132) Organizational Communication 
- or MGMT 3153 (150:153) Organizational Management

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

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

**Total Hours**

### EMPHASES

#### 1. Applied Writing Skills

Select one course from the following:

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

#### 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: 3

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.

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:
- BUSINESS 2010 (100:040) Entrepreneurial Fundamentals 3
- ECON 1031 (920:024) Introduction to Economics * 3
- MKTG 2110 (130:101) Principles of Marketing ** 3
- MKTG 3583/5583 (130:170g) Entrepreneurship 3
- MKTG 3586/5586 (130:175g) Entrepreneurial Strategy 3

Required Marketing Elective, choose one from the following: *** 3
- MKTG 3113/5113 (130:106g) Consumer Behavior
- MKTG 3116/5116 (130:108g) Marketing Research
- MKTG 3143 (130:150) Advertising and Promotion
- MKTG 3146 (130:160) Digital Advertising
- MKTG 3153 (130:153) Personal Selling
- MKTG 3154
- MKTG 3156 (130:178) Services Management
- 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 Global Trade Practices
- MKTG 3595 (130:142) Value Based Pricing

* ACCT 2130 (120:031) Principles of Managerial Accounting 3
* ACCT 3130 (120:131) Cost Accounting 3
** ACT SCI 3790 Introduction to Actuarial Science 3
** ANTH 3440/5440 (990:125g) Introduction to Museum Studies 3
** ART 2020 (600:050) Ceramics I 3
** ART 2030 (600:025) Graphic Design I 3
** ART 2050 (600:080) Painting I 3
** ART 2060 (600:060) Performance Art I 3
** ART 2070 (600:032) Creative Photography I: Digital Photography 3
** ART 2080 Printmaking I: Strategies 3
** ART 2090 (600:037) Sculpture I 3
** ART 3011 (600:111) Life Drawing 3
** ART 3020 (600:161) Ceramics II 3
** ART 3022 (600:172) Ceramics III 3
** ART 3030 (600:125) Graphic Design II 3
** ART 3031 (600:126) Graphic Design: Identity System Design 3
** ART 3032 (600:128) Graphic Design: Digital Image Design 3
** ART 3033 (600:129) Graphic Design: Typography 3
** ART 3034 (600:127) Graphic Design: Publication Design 3
** ART 3035 (600:182) Graphic Design: Motion Graphics 3
** ART 3036 (600:181) Graphic Design: Web and Interactive Design 3
** ART 3037 (600:183) Graphic Design: Book Structures 3
** ART 3038 (600:184) Graphic Design: Portfolio Preparation 3
** ART 3055 (600:180) Painting III 3
** ART 3060 (600:163) Performance Art II 3
** ART 3066/5066 (600:173g) Performance Art III 3
** ART 3070 (600:130) Creative Photography II 3
** ART 3077 (600:131) Creative Photography III 3
** ART 3078 (600:132) Color Photography 3
** ART 3080 (600:134) Printmaking II: Applications 3
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<td>ART 3090</td>
<td>Sculpture II</td>
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<td>Professional Practices</td>
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<td>AT 3060</td>
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<td>COMM PR 3855</td>
<td>Public Relations Writing</td>
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<td>COMM PR 3940</td>
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<td>Communication</td>
<td>COMM PR 4855/5855</td>
<td>Public Relations Campaign Methods</td>
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<td>COMM 3155</td>
<td>Business and Professional Oral Communication</td>
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<td>COMM 4116/5116</td>
<td>Health Communication</td>
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<td>Communication</td>
<td>COMM 4555/5555</td>
<td>Message Design and Delivery</td>
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<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td>Communication</td>
<td>COMM DM 1651</td>
<td>Digital Media Production I</td>
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<td>COMM DM 1652</td>
<td>Writing for Digital Media</td>
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<td>CRIM 2022 (982:022)</td>
<td>Criminal Justice System</td>
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<td>CS 3120/5120 (810:112g)</td>
<td>User Interface Design</td>
<td>Computer Science</td>
<td>CS 3140/5140 (810:114g)</td>
<td>Database Systems</td>
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<td>CS 3150/5150 (810:115g)</td>
<td>Information Storage and Retrieval</td>
<td>Computer Science</td>
<td>CS 3430/5430 (810:143g)</td>
<td>Operating Systems</td>
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<td>Computer Science</td>
<td>CS 3610/5610 (810:161g)</td>
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<td>Project Management</td>
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<td>Software Verification and Validation</td>
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<td>CS 4300/5400 (810:140g)</td>
<td>System Administration</td>
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<td>Intelligent Systems</td>
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<td>Clinical Practice</td>
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<td>Measurement and Analysis of Air Quality</td>
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<td>EARTHSCI 3345/5345 (870:171g)</td>
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<td>Applied Writing: Workplace Communication</td>
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<td>Applied Writing: Specialized Documents</td>
<td>English</td>
<td>ENGLISH 4780/5780 (620:107g)</td>
<td>The Profession of Editing</td>
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<td>FAM SERV 3175/5175</td>
<td>Family Financial Counseling and Literacy</td>
<td>Family Services</td>
<td>FAM SERV 3176/5176 (31F:177g)</td>
<td>Consumer Behavior Across the Lifespan</td>
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<td>FIN 3110 (160:140)</td>
<td>Principles of Real Estate</td>
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<td>FIN 3115 (160:143)</td>
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<td>Commercial Bank Management</td>
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<td>Economic Geography</td>
<td>Geography</td>
<td>GEOG 4120/5120 (970:119g)</td>
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<td>GEOG 4180/5180 (970:121g)</td>
<td>Locational Analysis for Business</td>
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<td>GERO 4170/5170 (31G:170g)</td>
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<td>HIST 4020/5020 (960:125g)</td>
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<td>History</td>
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INTDSGN 3129 (31I:129) Interior Design Standards
INTDSGN 3164 (31I:164) Professional Practice of Interior Design
INTDSGN 3165 Professional Preparation in Interior Design
LYHS 3130 Marketing in Leisure, Youth and Human Services
LYHS 3110 Management and Human Resources in Leisure, Youth and Human Services
LYHS 3337 (430:154) Human Resource Development for Leisure, Youth and Human Services
LYHS 3338 (430:155) Planning Strategies in Nonprofit and Youth Agencies
LYHS 3774 (430:173) Conferences, Expositions and Conventions in Tourism
LYHS 3777/5777 Special Events Management
LYHS 3778/5778 Community Based Tourism
LYHS 4210/5210 Nonprofit Leadership Practicum, Level II
LYHS 4320 Financial Resource Management in Leisure, Youth and Human Services
LYHS 4621/5621 (430:140g) Camp Staff Development
LYHS 4625/5625 (430:144g) Camp Management Systems
LYHS 4776/5776 (430:170g) Eco, Adventure and Sport Tourism
LYHS 4997/5997 (430:163g) Administrative Practices in Therapeutic Recreation
MIL SCI 3116 (080:116) Platoon Operations
MIL SCI 3117 (080:117) Applied Leadership in Platoon Operations
MIL SCI 3118 (080:118) Mission Command and the Army Profession
MIL SCI 3119 (080:119) Mission Command and the Company Grade Officer
MUS TECH 3110/5110 (560:111g) Performing Arts and Entertainment Law
MUS TECH 3120/5120 (560:112g) Performing Arts Management
PEMES 2037 (420:037) Applied Choreography
PEMES 3135 (420:135) Dance Production and Performance
PHYSICS 4050/5050 (880:140g) Optical Science
PHYSICS 4290/5290 Project Lead The Way: Digital Electronics
PHYSICS 4300/5300 (880:152g) Introduction to Electronics
PHYSICS 4310/5310 (880:154g) Physical Computing
PHYSICS 4600/5600 (880:166g) Classical Mechanics
PHYSICS 4700/5700 (880:167g) Electrodynamics
PHYSICS 4750/5750 (880:174g) Physics of Modern Materials
PHYSICS 4800/5800 (880:172g) Quantum Mechanics
PHYSICS 4860/5860 (880:150g) Computational Physics
PHYSICS 4900/5900 (880:136g) Thermodynamics and Statistical Mechanics
POL AMER 3174 (942:174) Public Personnel Administration
PSYCH 2301 (400:025) Applied Psychology
PSYCH 3304/5304 (400:158g) Organizational Psychology
PSYCH 3305/5305 (400:157g) Industrial Psychology
SOC 1000 (980:001) Introduction to Sociology
SOC 3045/5045 (980:135g) Social Inequality
TECH 2119 Computer Applications in Technology
TECH 3113 (330:113) Manufacturing Tooling
TECH 3120 (330:120) Technology and Engineering Education Curriculum Planning
TECH 3131/5131 (330:131g) Technical Project Management
TECH 3143 Managing Operations and Manufacturing Systems
TECH 3168/5168 (330:168g) Technology Training Strategies
TECH 3190/5190 (330:190g) Technology and Engineering Education Teaching Methods
TECH 4093/5093 Graphic Communications Estimating and Management I
TECH 4161/5161 (330:161g) Digital Graphic Communications
TECH 4174 (330:174) Senior Design I
TECH 4176 (330:176) Senior Design II
TECH 4187/5187 (330:187g) 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 (31T:121) Fashion Promotion
TEXDSGN 2007 (31T:014) Apparel Design and Evaluation
TEXDSGN 3008 (31T:100) Computer Applications for the Textile and Apparel Industry
TEXDSGN 3009 (31T:123) Textile Structures
TEXDSGN 3010 (31T:124) Quality Assurance for Textile Materials
TEXDSGN 3011 (31T:119) Fashion Trend Analysis
TEXDSGN 3012 (31T:122) Fashion Design: Flat Pattern and Draping
TEXDSGN 3013 (31T:185) Professional Development: Textile and Apparel
TEXDSGN 4016 (31T:115g) Apparel Product Development and Merchandising
THEATRE 2040 (490:040) Design Elements for Theatre
THEATRE 2060 Production Studies
THEATRE 2190 Stage Management
THEATRE 3050/5050 (490:151g) Theatre Production
THEATRE 3155/5155 (490:144g) Topics in Theatre Design and Production
THEATRE 3180/5180 (490:155g) Theatre Management
THEATRE 3195/5195 (490:168g) 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 (920:053) and ECON 1051 (920:054) will substitute for ECON 1031 (920:024). No credit for students who have credit or are concurrently enrolled in ECON 1041 (920:053) or ECON 1051 (920:054).

** All non-business majors need to take a non-business section of this course.

*** 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 (Non-Business Majors)

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

Economics:
ECON 1031 (920:024) Introduction to Economics 3
or ECON 1041 (920:053) Principles of Macroeconomics

Marketing electives - select four courses from the following: 12
MKTG 3113/5113 (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 Sales Management
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 Global Trade Practices
MKTG 3583/5583 (130:170g) Entrepreneurship
MKTG 3595 (130:142) Value Based Pricing
MKTG 4150 Advertising Campaign Development

Business electives - select one course from the following: 3
Accounting:
ACCT 2120 (120:030) Principles of Financial Accounting

Management:
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. 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

**Business Administration, Interdepartmental:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS 2010 (100:040)</td>
<td>Entrepreneurial Fundamentals</td>
<td>3</td>
</tr>
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</table>

**Marketing:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2110 (130:101)</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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</table>

**Economics:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1031 (920:024)</td>
<td>Introduction to Economics</td>
<td>3</td>
</tr>
</tbody>
</table>

*Total Hours: 15*

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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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**Finance:**

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

**Electives from the following:** 6

**Finance:**

<table>
<thead>
<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>
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</tr>
<tr>
<td>FIN 3160/5160 (160:152g)</td>
<td>Principles of Investments</td>
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</tbody>
</table>

**Electives from the following:** 3

**Management:**

<table>
<thead>
<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>
<td></td>
</tr>
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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*

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*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.