

Marketing B.A.

Marketing Major

The B.A. 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 | 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 |
| 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 3114/5114 | Family Business Management | |
| 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

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|--|--------------------------------|---|
| Required: | | |
| MKTG 3155 | Business to Business Marketing | 3 |
| MKTG 3173 | Product Management | 3 |
| Marketing elective - select one course from the following: | | 3 |
| MKTG 3114/5114 | Family Business Management | |
| 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 | |

Four-Year Plan

Marketing: Advertising and Digital Media, B.A.

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester

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schedule to include UNIFI/General Education program and/or university elective hours required.

| Course | Title | Hour |
|---|---|-----------|
| Freshman | | |
| Fall | | |
| BUSINESS 1000 | Introductory Seminar for Business Professionals | 0 |
| ECON 1041 | Principles of Macroeconomics | 3 |
| STAT 1772 | Introduction to Statistical Methods (also satisfies UNIFI Quantitative Reasoning) | 3 |
| ENGLISH 1005 | College Writing and Research | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| ECON 1011 | Statistics for Business Analytics | 3 |
| ECON 1051 | Principles of Microeconomics | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Sophomore | | |
| Fall | | |
| BUSINESS 2000 | Business Professionals in Training | 0 |
| ACCT 2120 | Principles of Financial Accounting | 3 |
| MGMT 2080 | Introduction to Information Systems | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Spring | | |
| ACCT 2130 | Principles of Managerial Accounting | 3 |
| MKTG 2110 | Principles of Marketing | 3 |
| ECON 2090 | Decision Analytics | 3 |
| UNIFI/General Education or University Electives | | 7 |
| Hours | | 16 |
| Junior | | |
| Fall | | |
| MGMT 3100 | Legal and Social Environment of Business | 3 |
| MGMT 3965/5965 | Organizational Behavior | 3 |
| MKTG 3113/5113 | Consumer Behavior | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| MGMT 3154 | Operations Management | 3 |
| MKTG 3116/5116 | Marketing Analytics | 3 |
| MKTG 3143 | Advertising and Promotion (or MKTG 3146 Digital Advertising) | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| MKTG 3xxx Marketing Elective | | 3 |
| FIN 3130 | Corporate Finance | 3 |
| UNIFI/General Education or University Electives | | 8 |
| Hours | | 14 |

Spring

| | | |
|---|--|------------|
| MKTG 3146/5146 | Digital Advertising (or MKTG 3143 Advertising and Promotion) | 3 |
| MGMT 4175 | Strategic Management | 3 |
| MKTG 4170/5170 | Marketing Strategy | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Total Hours | | 120 |

Marketing: Sales Management, B.A.

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| Course | Title | Hour |
|---|---|-----------|
| Freshman | | |
| Fall | | |
| BUSINESS 1000 | Introductory Seminar for Business Professionals | 0 |
| ECON 1041 | Principles of Macroeconomics | 3 |
| STAT 1772 | Introduction to Statistical Methods (also satisfies UNIFI Quantitative Reasoning) | 3 |
| ENGLISH 1005 | College Writing and Research | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| ECON 1011 | Statistics for Business Analytics | 3 |
| ECON 1051 | Principles of Microeconomics | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Sophomore | | |
| Fall | | |
| BUSINESS 2000 | Business Professionals in Training | 0 |
| ACCT 2120 | Principles of Financial Accounting | 3 |
| MGMT 2080 | Introduction to Information Systems | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Spring | | |
| ACCT 2130 | Principles of Managerial Accounting | 3 |
| MKTG 2110 | Principles of Marketing | 3 |
| ECON 2090 | Decision Analytics | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Junior | | |
| Fall | | |
| MGMT 3100 | Legal and Social Environment of Business | 3 |
| MGMT 3965/5965 | Organizational Behavior | 3 |
| MKTG 3113/5113 | Consumer Behavior | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| ACCT 2130 | Principles of Managerial Accounting | 3 |
| MKTG 2110 | Principles of Marketing | 3 |
| ECON 2090 | Decision Analytics | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| MGMT 3100 | Legal and Social Environment of Business | 3 |
| MGMT 3965/5965 | Organizational Behavior | 3 |
| MKTG 3113/5113 | Consumer Behavior | 3 |

| | | |
|---|-----------------------|------------|
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| MGMT 3154 | Operations Management | 3 |
| MKTG 3116/5116 | Marketing Analytics | 3 |
| MKTG 3153 | Professional Selling | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| FIN 3130 | Corporate Finance | 3 |
| MKTG 3xxx Marketing Elective | | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Spring | | |
| MKTG 3154 | Sales Management | 3 |
| MKTG 4170/5170 | Marketing Strategy | 3 |
| MGMT 4175 | Strategic Management | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Total Hours | | 120 |

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| Course | Title | Hour |
|---|---|-----------|
| Freshman | | |
| Fall | | |
| BUSINESS 1000 | Introductory Seminar for Business Professionals | 0 |
| ECON 1041 | Principles of Macroeconomics | 3 |
| STAT 1772 | Introduction to Statistical Methods (also satisfies UNIFI Quantitative Reasoning) | 3 |
| ENGLISH 1005 | College Writing and Research | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| ECON 1011 | Statistics for Business Analytics | 3 |
| ECON 1051 | Principles of Microeconomics | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Sophomore | | |
| Fall | | |
| BUSINESS 2000 | Business Professionals in Training | 0 |
| ACCT 2120 | Principles of Financial Accounting | 3 |
| MGMT 2080 | Introduction to Information Systems | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |

| | | |
|---|--|------------|
| Spring | | |
| ACCT 2130 | Principles of Managerial Accounting | 3 |
| MKTG 2110 | Principles of Marketing | 3 |
| ECON 2090 | Decision Analytics | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Junior | | |
| Fall | | |
| MGMT 3100 | Legal and Social Environment of Business | 3 |
| MGMT 3965/5965 | Organizational Behavior | 3 |
| MKTG 3113/5113 | Consumer Behavior | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Spring | | |
| MGMT 3154 | Operations Management | 3 |
| MKTG 3116/5116 | Marketing Analytics | 3 |
| MKTG 3155 | Business to Business Marketing | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| FIN 3130 | Corporate Finance | 3 |
| MKTG 3173 | Product Management | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Spring | | |
| MKTG 4170/5170 | Marketing Strategy | 3 |
| MGMT 4175 | Strategic Management | 3 |
| MKTG 3xxx Marketing Elective | | 3 |
| UNIFI/General Education or University Electives | | 6 |
| Hours | | 15 |
| Total Hours | | 120 |

Learning Outcomes

Marketing, 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

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- **3.1.** Accurately summarize material, both orally and in writing
- **3.2.** Clearly, politely request information or assistance
- **3.3.** Justify or explain a position or claim
- **3.4.** Effectively participate in a meeting

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.

Policies

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.

Related Programs

- Management B.A.
- Master of Business Administration