



# COURSECHECKLIST

## Marketing

### Integrated Marketing Communication Sequence

In order to graduate, you must complete the following requirements PLUS business requirements:

- Meet College of Business Minimum Standards for Progress
- Earn Cs in ALL your required business classes
- Complete General Education Requirements (General Education OR Associate's of Arts/Science OR I.A.I. – transfer general education)
- Earn at least 120 hours toward graduation
- Earn a minimum of 42 senior college hours (at the 200 level or above)
- Complete Global Studies Requirement

#### BUSINESS CORE REQUIREMENTS (46 hours)

COURSE NUMBER	COURSE TITLE	CREDIT HOURS
<input type="checkbox"/> MS COMP	Microsoft Competency – Choose from IT 150 or BIS 167 & BIS 168	2-3
<input type="checkbox"/> ACC 131	Financial Accounting	3
<input type="checkbox"/> ACC 132	Managerial Accounting (ACC 131)	3
<input type="checkbox"/> BIS 270	Information Systems in Organizations (MS Comp, Stats, ACC 132)	3
<input type="checkbox"/> ECO 101	Microeconomics	3
<input type="checkbox"/> ECO 102	Macroeconomics	3
<input type="checkbox"/> MQM 100	Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)	3
<input type="checkbox"/> BUS 100	Enterprise	3
<input type="checkbox"/> MAT 121	Applied Calculus (MAT 120) (May also substitute MAT 145)	4
<input type="checkbox"/> ENG 145.13	Language and Composition II: Writing for Business (ENG 101)	3
<input type="checkbox"/> FIL 185	Legal, Ethical, Social Environment of Business (ECO 101 and 102, or concurrent registration)	3
<input type="checkbox"/> FIL 240	Business Finance (60 hours, ECO 101 and 102, ACC 132, Stats)	3
<input type="checkbox"/> MKT 190	Marketing Fundamentals and Career Choices (ECO 101 and 102, or concurrent registration)	3
<input type="checkbox"/> MQM 220	Business Organization & Management (60 hours, ECO 101)	3
<input type="checkbox"/> MQM 227	Operations Management (60 hours, ECO 101 and 102, ACC 132, Stats)	3
<input type="checkbox"/> BUS 285	ETS Major Field Test in Business (concurrent registration with MQM 385 is required)	0
<input type="checkbox"/> MQM 385	Organizational Strategy (90 hrs, BIS 270, FIL 185, FIL 240, MKT 190, MQM 220, MQM 227)	3

#### REQUIRED MAJOR COURSES (3 COURSES/9 HOURS)

<input type="checkbox"/> MKT 231	Buyer Behavior (C or better in MKT 190/230)	3
<input type="checkbox"/> MKT 232	Marketing Research (C or better in MKT 190/230, Stats)	3
<input type="checkbox"/> MKT 338	Strategic Marketing Management (C or better in MKT 231 & MKT 232)	3

#### REQUIRED SEQUENCE COURSES (6 HOURS)

<input type="checkbox"/> MKT 233	Foundations of Integrated Marketing Communication (C or better in MKT 190/230)	3
<input type="checkbox"/> MKT 333	Integrated Marketing Communication (MKT 190/230, 231, 232, 233)	3

#### IMC ELECTIVES - CHOOSE 3 COURSES (9 HOURS)

<input type="checkbox"/> COM 178	Introduction to Public Relations (MKT 233 must be completed prior to enrolling in COM 178)	3
<input type="checkbox"/> MKT 234	Personal Selling and Relationship Marketing (C or better in MKT 190/230)	3
<input type="checkbox"/> MKT 287/299	Independent Study/Honors Independent Study	3
<input type="checkbox"/> MKT 331	Support Strategies for IMC (MKT 190/230, 231, 232, 233)	3
<input type="checkbox"/> MKT 332	IMC Creative Strategy Design (MKT 190/230, 231, 232, 233)	3
<input type="checkbox"/> MKT 339.05	Seminar: Services Marketing (MKT 190/230, 231, 232)	3
<input type="checkbox"/> MKT 398.04	Professional Practice: Intern/Coop in IMC (MKT 190/230, 231, 232, 233)	3

# MKT



COLLEGE OF BUSINESS  
*Illinois State University*

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### **IMC ELECTIVES - CHOOSE 3 COURSES (9 HOURS) - *continued***

<input type="checkbox"/>	MKT 245	Marketing Analytics (MKT 190/230, 231, 232)	3
<input type="checkbox"/>	MKT 340	Digital Marketing and Promotion (MKT 190/230, 231, 232, 233)	3
<input type="checkbox"/>	MKT 345	Advanced Marketing Analytics (MKT 245)	3
<input type="checkbox"/>	MKT 339.14	Sport Marketing (MKT 190/230, 231, 232)	3
<input type="checkbox"/>	MKT 339.13	Brand Management & Analytics (MKT 190/230, 231, 232)	3
<input type="checkbox"/>	MKT 236	Business Ethics, Social Responsibility, and Sustainability (MKT 190/230)	3

***ONLY 3 hours of these non-traditional courses may count toward Marketing major***

INTEGRATED MARKETING