

# Marketing

## Course Checklist for the 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 (44 hours)

| ✓ | COURSE #   | COURSE TITLE   | CREDIT HOURS |
|---|------------|--|--------------|
|   | MS COMP    | Microsoft Competency – Choose from ITK 150 or ACC 167 & ACC 168                        | 2-3          |
|   | ACC 131    | Financial Accounting   | 3            |
|   | ACC 132    | Managerial Accounting (ACC 131)  | 3            |
|   | ACC 270    | Information Systems in Organizations (MS Comp, Stats, ACC 132)                         | 3            |
|   | ECO 105    | Principles of Economics  | 4            |
|   | MQM 100    | Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)     | 3            |
|   | BUS 100    | Enterprise   | 3            |
|   | MAT 121    | Applied Calculus (MAT 120) (May also substitute MAT 145)                               | 4            |
|   | ENG 145.13 | Language and Composition II: Writing for Business (ENG 101)                            | 3            |
|   | FIL 185    | Legal, Ethical, Social Environment of Business (45 hours, ECO 105)                     | 3            |
|   | FIL 240    | Business Finance (60 hours, ECO 105, ACC 132, Stats)                                   | 3            |
|   | MKT 230    | Intro to Marketing Management (60 hours, ECO 105)                                      | 3            |
|   | MQM 220    | Business Organization & Management (60 hours, ECO 105)                                 | 3            |
|   | MQM 227    | Operations Management (60 hours, ECO 105, ACC 132, Stats)                              | 3            |
|   | MQM 385    | Organizational Strategy (90 hrs, ACC 270, FIL 185, FIL 240, MKT 230, MQM 220, MQM 227) | 3            |

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

|  |         |   |   |
|--|---------|---|---|
|  | MKT 231 | Buyer Behavior (C or better in MKT 230)                           | 3 |
|  | MKT 232 | Marketing Research (C or better in MKT 230, Stats)                | 3 |
|  | MKT 338 | Strategic Marketing Management (C or better in MKT 231 & MKT 232) | 3 |

### REQUIRED SEQUENCE COURSES (6 HOURS)

|  |         |  |   |
|--|---------|--|---|
|  | MKT 233 | Foundations of Integrated Marketing Communication (C or better in MKT 230) | 3 |
|  | MKT 333 | Integrated Marketing Communication (MKT 230, 231, 232, 233)                | 3 |

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

|  |              |  |   |
|--|--------------|--|---|
|  | COM 178♦     | Introduction to Public Relations (MKT 233 must be completed prior to enrolling in COM 178) | 3 |
|  | MKT 234      | Personal Selling and Relationship Marketing (C or better in MKT 230)                       | 3 |
|  | MKT 287/299★ | Independent Study/Honors Independent Study   | 3 |
|  | MKT 331      | Support Strategies for IMC (MKT 230, 231, 232, 233)  | 3 |
|  | MKT 332      | IMC Creative Strategy Design (MKT 230, 231, 232, 233)                                      | 3 |
|  | MKT 339.05   | Seminar: Services Marketing (MKT 230, 231, 232)  | 3 |
|  | MKT 339.09   | Seminar in Internet Marketing (MKT 230, 231, 232, 234)                                     | 3 |
|  | MKT 398.04★  | Professional Practice: Intern/Coop in IMC (MKT 230, 231, 232, 233)                         | 3 |

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