

**SCOTT COLLEGE OF BUSINESS – INDIANA STATE UNIVERSITY
BACHELOR OF SCIENCE DEGREE - Marketing**

Name			Minor
University Foundational Studies Requirements (FS 2010)			Scott College of Business Core Requirements
	Credits	Grade	I. Cornerstone and Foundation Courses (Pre-business requirements) <i>Must be completed with an average GPA of 2.25 or higher</i>
ENG 105 <u>or</u> 107	3	_____	Credits Grade
* BEIT 336	3	_____	+ BUS 100 – Introduction to Contemporary Business
COMM 101 <u>or</u> 215	3	_____	BUS 180 – Business Information Tools (BUS 100)
MATH 115 <u>or</u> calculus course	3	_____	BUS 201 – Accounting Principles I (24 credits)
PE 101 <u>and</u> PE 101L <u>or</u> HLTH 111	2-3	_____	BUS 202 – Accounting Principles II (BUS 201)
Non-Native Language (if required) <u>or</u> non-business elective	3	_____	BUS 205 – Business Statistics I (MATH 115 or calculus course <u>and</u> BUS 180)
Non-Native Language (if required) <u>or</u> non-business elective	3	_____	ECON 200 – Principles of Macroeconomics
ENG 101 (if required) <u>or</u> non-business elective	3	_____	ECON 201 – Principles of Microeconomics (Pre-business requirements include freshman English composition and communication)
Laboratory Science (Labs)	4	_____	
_____	1	_____	
_____	3	_____	
Social or Behavioral Studies (SBS)	3	_____	
_____	3	_____	
Literary Studies (LitS)	3	_____	
_____	3	_____	
Fine and Performing Arts (FPA)	3	_____	
_____	3	_____	
Historical Studies (HS)	3	_____	
_____	3	_____	
Global Perspectives and Cultural Diversity (GPCD)	3	_____	
_____	3	_____	
Ethics and Social Responsibility (ESR)	3	_____	
_____	3	_____	
Upper-Division Integrative Electives (UDIE)	9	_____	
_____	3	_____	
_____	3	_____	
* Bus 401	3	X	
Non-Business Elective	0-1	_____	
_____	0-1	_____	
<p>At least 50 percent of the courses (62 credits) on a student's degree program should be general in nature. Some foundation courses and all General Education except BEIT 336 courses will count in this category.</p> <p>To be eligible for graduation, business majors must meet the following minimum standards:</p> <ol style="list-style-type: none"> 1. Complete all required courses. 2. Complete a minimum of 124 credits with a cumulative grade point average of at least 2.25. 3. Complete the functional block and capstone courses with an average of 2.25 or higher. 4. Complete the major requirements with an average of 2.25 or higher. 5. Complete at least 50 credits at the 300-400 level. <p>Official curricula is available online in the ISU Undergraduate Catalog: http://catalog.indstate.edu</p> <p>**Three UDIE, or One UDIE and 2-course equiv. study abroad experience, or Two UDIE and 1-course equiv. study abroad experience, or One UDIE and completion of 2nd major, minor, certificate or degree in education with courses outside the Bayh College of Education.</p>			II. Functional Block and Capstone Courses <i>Must be completed with an average GPA of 2.25 or higher</i>
			BUS 305 – Business Statistics II (BUS 205) (Bus 305 must be taken before or as a co-requisite for the first course taken in the Bus 311, 321, 351, 361, 371 series) 3 _____
			Pre-business requirements must be met before enrollment is allowed in the following courses:
			BUS 311 – Business Finance 3 _____
			BUS 321 – Intro to Management Information Systems 3 _____
			BUS 351 – Intro to Operations Management 3 _____
			BUS 361 – Principles of Marketing 3 _____
			BUS 371 – Management and Organizational Behavior 3 _____
			* BUS 401 – Senior Business Experience (BUS 263, 305, 311, 321, 351, 361, 371 series) 3 _____
			III. Additional Scott College of Business Requirements:
			*BEIT 336 – Business Report Writing (ENG 105 <u>or</u> 107 <u>or</u> 108 <u>and</u> completion of 48 credits) 3 X
			BUS 263 - Legal Environment. & Bus (32 credits) 3 _____
			+ Students who have not completed BUS 100 at ISU must complete one credit of BUS 220 – Dynamics of Professional Success _____
			IV. Major Requirements <i>A cumulative GPA of 2.25 is required in all major courses.</i>
			MKTG 332 – Buyer Behavior (BUS 361) 3 _____
			MKTG 338 – Marketing Research (BUS 361) 3 _____
			MKTG 448 – Marketing Management (MKTG 332, 338, and 64 credits) 3 _____
			<i>Elective Tracks (18 semester credits taken from a single track) – select one track::</i>
			Marketing Management Track (18 credits)
			MKTG 333 – Product Pricing Strategy (BUS 361) 3 _____
			MKTG 334 – Promotional Strategy (BUS 361) 3 _____
			MKTG 353 – Marketing Channel Structure and Strategy (BUS 361) 3 _____
			Elective – 9 credits of 300-400 level Marketing courses from MKTG 310, 312, 344, 347, 414, 439, 443, 444, 445, 449, 475
			_____ 3 _____
			_____ 3 _____
			_____ 3 _____
			Sales Management Track (18 credits)
			MKTG 344 – Professional Selling (Bus 361) 3 _____
			MKTG 443 – Business to Business Marketing (Bus 361) 3 _____
			MKTG 444 – Salesforce Management (Bus 361) 3 _____
			MKTG 445 – Business Negotiations (48 credits) 3 _____
			Elective – 6 credits to be selected from Comm 312, MKTG 310, 312, 333, 334, 347, 353, 414, 439, 449, 475, OMA 490 (OMA 445 or consent of Dept. Chairperson)
			_____ 3 _____
			_____ 3 _____
			*Course is listed in two places on this curriculum guide. (Parenthesis indicate prerequisite courses)

MARKETING**Freshman Year**

BUS 100	3	BUS 180 (BUS 100)	3
COMM 101 <u>or</u> 215	3	P E 101/101L <u>or</u> HLTH 111	2-3
MATH 115 <u>or</u> Calculus	3	ENG 105 <u>or</u> non-business elective	3
ENG 101 <u>or</u> ENG 107	3	ECON 200	3
Non-native Language (if required) <u>or</u> Foundational Studies	<u>3</u>	Non-native Language (if required) <u>or</u> Foundational Studies	3
	15	Foundational Studies	<u>3</u>
			17-18

Sophomore Year

BUS 201 (24 credits)	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 115 <u>or</u> calculus and BUS 180)	3	BUS 305 (BUS 205)	3
Foundational Studies	3	BUS 263 (32 credits)	3
Foundational Studies	3	Foundational Studies	3
ECON 201	<u>3</u>	Foundational Studies (science)	3
	15	Science lab	<u>1</u>
			16

Junior Year

BUS 321 (Block I)	3	BUS 351 (Block I)	3
BUS 361 (Block I)	3	BUS 371 (Block I)	3
BUS 311 (Block I)	3	MKTG 332 (BUS 361)	3
BEIT 336 (Eng 105 or 107 <u>or</u> 108 and 48 credits)	3	MKTG or SALES Track	3
Foundational Studies	<u>3</u>	MKTG or SALES Track	3
	15	Non-business elective (if required)	<u>1</u>
			15-16

Senior Year

MKTG 338 (BUS 361)	3	BUS 401 (BUS 263,305,311,321,351,361,371)	3
MKTG or SALES Track	3	MKTG 448 (MKTG 332, 338, and 64 credits)	3
Foundational Studies <u>or</u> non-business elective	3	MKTG or SALES Track	3
MKTG or SALES Track	3	Foundational Studies	3
MKTG or SALES Track	<u>3</u>	<u>or</u> non-business elective	<u>3</u>
	15		15

(Parenthesis indicate prerequisite courses)

Students who have not completed Bus 100 at ISU must complete Bus 220 (Eng 105 or 107 and Comm 101 or 215)**Students must complete all required courses with a minimum of 124 credits.**

Updated December 2, 2010.