

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

Name \_\_\_\_\_ Minor \_\_\_\_\_

University General Education Requirements		Hours	Grade	
<b>College of Business Core Requirements</b>				
<b>I. Cornerstone and Foundation Courses (Prebusiness requirements)</b> <i>Must be completed with an average GPA of 2.25 or higher</i>				
<i>Basic Studies</i>				Hours Grade
ENG 105 or 107		3	_____	+ BUS 100 – Introduction to Contemporary Business
* BEIT 336		3	_____	BUS 180 – Business Information Tools (BUS 100)
COMM 101 or 215		3	_____	BUS 201 – Accounting Principles I (24 hours)
MATH 111, 115, or calculus course		3	_____	BUS 202 – Accounting Principles II (BUS 201)
PE 101		2	_____	BUS 205 – Business Statistics I (MATH 111, 115 or calculus course and BUS 180)
Foreign Language (if required) <b>or</b> nonbusiness elective		3	_____	*ECON 200 – Principles of Macroeconomics
Foreign Language (if required) <b>or</b> nonbusiness elective		3	_____	*ECON 201 – Principles of Microeconomics (Prebusiness requirements include freshman English composition and communication)
ENG 101 (if required) <b>or</b> nonbusiness elective		3	_____	
<b>II. Functional Block and Capstone Courses</b> <i>Must be completed with an average GPA of 2.25 or higher</i>				
<i>Liberal Studies</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)
<i>Scientific and Mathematical Studies</i>	7			<b>Prebusiness requirements must be met before enrollment is allowed in the following courses:</b>
(one course must be a lab. science course)				BUS 311 – Business Finance
SMS-F _____	1			BUS 321 – Intro to Management Information Systems
SMS-F _____	3			BUS 351 – Intro to Operations Management
SMS-E _____	3			BUS 361 – Principles of Marketing
<i>Social and Behavioral Studies</i>	6			BUS 371 – Management and Organizational Behavior
SBS-E *ECON 200	3		X	BUS 401 – Senior Business Experience (BUS 263, 305, 311, 321, 351, 361, 371 series)
SBS-F _____	3			
<i>Literary, Artistic and Philosophical Studies</i>	6			<b>III. Additional College of Business Requirements:</b>
LAPS:LL _____	3			*BEIT 336 – Business Report Writing (ENG 105, 107 or 108 and completion of 48 hours)
LAPS:E _____	3			BUS 263 - Legal Environment. & Bus (sophomore standing)
<i>Historical Studies</i>	3			+ Students who have <b>not</b> completed BUS 100 at ISU must complete one credit hour of BUS 220 – Dynamics of Professional Success
HS:R _____	3			
<i>Multicultural Studies</i>	6			<b>IV. Major Requirements</b>
MCS:USD _____	3			<i>A cumulative GPA of 2.25 is required in all major courses.</i>
MCS:IC _____	3			MKTG 332 – Buyer Behavior (BUS 361)
<i>Capstone</i> BUS 401	3		X	## MKTG 333 – Product Pricing Strategy (BUS 361)
				MKTG 334 – Promotional Strategy (BUS 361)
				# MKTG 338 – Marketing Research (BUS 361)
				MKTG 353 – Marketing Channel Structure and Strategy (BUS 361)
				MKTG 448 – Marketing Management ( Sr. Stdg., MKTG 332, 333, 334, 338, 353, and BUS 361)
				In addition, the marketing major requires an individualized specialization (9 semester hours of directed electives approved by the student's academic advisor.)
				_____ 3 _____
				_____ 3 _____
				_____ 3 _____
				<b>Nonbusiness Electives</b>
				<i>Eight hours of nonbusiness electives must be completed.</i>
				*ECON 201
				_____ 3 _____
				_____ 1 _____
				_____ 3 _____
				*Course is listed in two places on this curriculum guide.
				# May be offered only in the fall semester.
				## May be offered only in the spring semester.
<p><b>At least 50 percent of the courses (62 hours) on a student's degree program must be general in nature. Some foundation courses and all General Education courses will count in this category.</b></p> <p><b>To be eligible for graduation, business majors must meet the following minimum standards:</b></p> <ol style="list-style-type: none"> <li>1. Complete all required courses.</li> <li>2. Complete a minimum of <u>124</u> hours with a cumulative grade point average of at least 2.25.</li> <li>3. Complete the functional block and capstone courses with an average of 2.25 or higher.</li> <li>4. Complete the major requirements with an average of 2.25 or higher.</li> <li>5. Complete at least 50 hours at the 300-400 level.</li> </ol>				

**MARKETING****Freshman Year**

BUS 100	3	BUS 180 (BUS 100)	3
COMM 101 <u>or</u> 215	3	P E 101	2
MATH 111, 115, <u>or</u> Calculus	3	ENG 105 <u>or</u> nonbusiness elective	3
ENG 101 or ENG 107	3	ECON 200	3
Foreign Language (if required) <u>or</u> Liberal Studies	<u>3</u>	Foreign Language (if required) <u>or</u> Liberal Studies	3
	15	Liberal Studies	<u>3</u>
			17

**Sophomore Year**

BUS 201	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 111, 115, or calculus & BUS 180)	3	BUS 305 (BUS 205)	3
Liberal Studies	3	BUS 263	3
Liberal Studies	3	Liberal Studies	3
ECON 201	<u>3</u>	Liberal Studies (science course)	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	3	MKTG 333 (BUS 361)	3
Liberal Studies	<u>3</u>	MKTG 334 (BUS 361)	3
	15	Nonbusiness elective	<u>1</u>
			16

**Senior Year**

MKTG 338 (BUS 361)	3	BUS 401 (BUS 263,305,311,321,351,361,371)	3
MKTG 353 (BUS 361)	3	MKTG 448 (Sr. Stdg., MKTG 332, 333,334,338,353, and BUS 361)	3
Liberal Studies <u>or</u> nonbusiness elective	3	Marketing Specialization	3
MKTG Specialization	3	Liberal Studies	
MKTG Specialization	<u>3</u>	<u>or</u> nonbusiness elective	3
	15	Nonbusiness elective	<u>3</u>
			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 hours.**

Updated August 28, 2008.