

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

Name _____ Minor _____

University General Education Requirements		Hours	Grade	
College of Business Core Requirements				
I. Cornerstone and Foundation Courses (Prebusiness requirements) <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 3 _____
* BEIT 336		3	_____	BUS 180 – Business Information Tools (BUS 100) 3 _____
COMM 101 or 215		3	_____	BUS 201 – Accounting Principles I (24 hours) 3 _____
MATH 111, 115, or calculus course		3	_____	BUS 202 – Accounting Principles II (BUS 201) 3 _____
PE 101		2	_____	BUS 205 – Business Statistics I (MATH 111, 115 or calculus course and BUS 180) 3 _____
Foreign Language (if required) or nonbusiness elective		3	_____	*ECON 200 – Principles of Macroeconomics 3 _____
Foreign Language (if required) or nonbusiness elective		3	_____	*ECON 201 – Principles of Microeconomics 3 _____
ENG 101 (if required) or nonbusiness elective		3	_____	(Prebusiness requirements include freshman English composition and communication)
II. Functional Block and Capstone Courses <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) 3 _____
<i>Scientific and Mathematical Studies</i>	7			Prebusiness requirements must be met before enrollment is allowed in the following courses:
(one course must be a lab. science course)				BUS 311 – Business Finance 3 _____
SMS-F _____	1			BUS 321 – Intro to Management Information Systems 3 _____
SMS-F _____	3			BUS 351 – Intro to Operations Management 3 _____
SMS-E _____	3			BUS 361 – Principles of Marketing 3 _____
<i>Social and Behavioral Studies</i>	6			BUS 371 – Management and Organizational Behavior 3 _____
SBS-E *ECON 200	3		X	BUS 401 – Senior Business Experience (BUS 263, 305, 311, 321, 351, 361, 371 series) 3 _____
SBS-F _____	3			
<i>Literary, Artistic and Philosophical Studies</i>	6			III. Additional College of Business Requirements:
LAPS:LL _____	3			*BEIT 336 – Business Report Writing (ENG 105, 107 or 108 and completion of 48 hours) 3 X
LAPS:E _____	3			BUS 263 - Legal Environment. & Bus (sophomore standing) 3 _____
<i>Historical Studies</i>	3			+ Students who have not 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			IV. Major Requirements
MCS:USD _____	3			A cumulative GPA of 2.25 is required in all major courses.
MCS:IC _____	3			MKTG 332 – Buyer Behavior (BUS 361) 3 _____
<i>Capstone</i> BUS 401	3		X	## MKTG 333 – Product Pricing Strategy (BUS 361) 3 _____
				MKTG 334 – Promotional Strategy (BUS 361) 3 _____
				# MKTG 338 – Marketing Research (BUS 361) 3 _____
				MKTG 353 – Marketing Channel Structure and Strategy (BUS 361) 3 _____
				MKTG 448 – Marketing Management (Sr. Stdg., MKTG 332, 333, 334, 338, 353, and BUS 361) 3 _____
				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 _____
				Nonbusiness Electives
				Eight hours of nonbusiness electives must be completed.
				*ECON 201 3 X
				_____ 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.
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.				
To be eligible for graduation, business majors must meet the following minimum standards:				
1. Complete all required courses.				
2. Complete a minimum of <u>124</u> hours 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 hours at the 300-400 level.				

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>		ENG 105 <u>or</u> nonbusiness elective	3
Calculus	3	ECON 200	3
ENG 101 or ENG 107	3	Foreign Language (if required)	
Foreign Language (if required)		<u>or</u> Liberal Studies	3
<u>or</u> Liberal Studies	<u>3</u>	Liberal Studies	<u>3</u>
	15		17

Sophomore Year

BUS 201	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 111, 115,		BUS 305 (BUS 205)	3
or calculus & BUS 180)	3	BUS 263	3
Liberal Studies	3	Liberal Studies	3
Liberal Studies	3	Liberal Studies (science course)	3
ECON 201	<u>3</u>	Science lab	<u>1</u>
	15		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,	
Liberal Studies		333,334,338,353, <u>and</u> BUS 361)	3
<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 September 2, 2009.