

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

Name _____	Minor _____																																																																																																																																																																																													
<p>University Foundational Studies Requirements (FS 2010)</p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;"></th> <th style="width:10%; text-align:center;">Credits</th> <th style="width:20%; text-align:center;">Grade</th> </tr> </thead> <tbody> <tr><td>ENG 105 <u>or</u> 107</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>* BEIT 336</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>COMM 101 <u>or</u> 215</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MATH 115 <u>or</u> calculus course</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>PE 101 (2) _____ <u>and</u> PE 101L(1) _____</td><td></td><td></td></tr> <tr><td> <u>or</u> HLTH 111</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>Non-Native Language (if required) <u>or</u> non-business elective</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>Non-Native Language (if required) <u>or</u> non-business elective</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>ENG 101 (if required) <u>or</u> non-business elective</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>Laboratory Science (LabS)</td><td style="text-align:center;">4</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">1</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Social or Behavioral Studies (SBS)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Literary Studies (LitS)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Fine and Performing Arts (FPA)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Historical Studies (HS)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Global Perspectives and Cultural Diversity (GPCD)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Ethics and Social Responsibility (ESR)</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>Upper-Division Integrative Electives (UDIE)</td><td style="text-align:center;">9</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td></td></tr> <tr><td>* Bus 401</td><td style="text-align:center;">3</td><td style="text-align:center;">X</td></tr> </tbody> </table> <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>		Credits	Grade	ENG 105 <u>or</u> 107	3	_____	* BEIT 336	3	_____	COMM 101 <u>or</u> 215	3	_____	MATH 115 <u>or</u> calculus course	3	_____	PE 101 (2) _____ <u>and</u> PE 101L(1) _____			<u>or</u> HLTH 111	3	_____	Non-Native Language (if required) <u>or</u> non-business elective	3	_____	Non-Native Language (if required) <u>or</u> non-business elective	3	_____	ENG 101 (if required) <u>or</u> non-business elective	3	_____	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	<p>Scott College of Business Core Requirements</p> <p>I. Cornerstone and Foundation Courses (Pre-business requirements) <i>Must be completed with an average GPA of 2.25 or higher</i></p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;"></th> <th style="width:10%; text-align:center;">Credits</th> <th style="width:20%; text-align:center;">Grade</th> </tr> </thead> <tbody> <tr><td>+ BUS 100 – Introduction to Contemporary Business</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 180 – Business Information Tools (BUS 100)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 201 – Accounting Principles I (24 credits)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 202 – Accounting Principles II (BUS 201)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 205 – Business Statistics I (MATH 115 or calculus course <u>and</u> BUS 180)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>ECON 200 – Principles of Macroeconomics</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>ECON 201 – Principles of Microeconomics</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td colspan="3" style="text-align:center;">(Pre-business requirements include freshman English composition and communication)</td></tr> </tbody> </table> <p>II. Functional Block and Capstone Courses <i>Must be completed with an average GPA of 2.25 or higher</i></p> <p>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)</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td style="width:70%;"></td><td style="width:10%; text-align:center;">3</td><td style="width:20%; text-align:center;">_____</td></tr> </tbody> </table> <p>Pre-business requirements must be met before enrollment is allowed in the following courses:</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>BUS 311 – Business Finance</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 321 – Intro to Management Information Systems</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 351 – Intro to Operations Management</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 361 – Principles of Marketing</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>BUS 371 – Management and Organizational Behavior</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>* BUS 401 – Senior Business Experience (BUS 263, 305, 311, 321, 351, 361, 371 series)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p>III. Additional Scott College of Business Requirements:</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>*BEIT 336 – Business Report Writing (ENG 105 <u>or</u> 107 <u>or</u> 108 <u>and</u> completion of 48 credits)</td><td style="text-align:center;">3</td><td style="text-align:center;">X</td></tr> <tr><td>BUS 263 - Legal Environment. & Bus (32 credits)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>+ Students who have not completed BUS 100 at ISU must complete one credit of BUS 220 – Dynamics of Professional Success</td><td></td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p>IV. Major Requirements <i>A cumulative GPA of 2.25 is required in all major courses.</i></p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>MKTG 332 – Buyer Behavior (BUS 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 338 – Marketing Research (BUS 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 448 – Marketing Management (MKTG 332, 338, <u>and</u> 64 credits)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p><i>Elective Tracks (18 semester credits taken from a single track) – select one track::</i></p> <p>Marketing Management Track (18 credits)</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>MKTG 333 – Product Pricing Strategy (BUS 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 334 – Promotional Strategy (BUS 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 353 – Marketing Channel Structure and Strategy (BUS 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p>Elective – 9 credits of 300-400 level Marketing courses from MKTG 310, 312, 344, 347, 414, 439, 443, 444, 445, 449, 475</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>_____</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>_____</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p>Sales Management Track (18 credits)</p> <table style="width:100%; border-collapse: collapse;"> <tbody> <tr><td>MKTG 344 – Professional Selling (Bus 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 443 – Business to Business Marketing (Bus 361)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 444 – Salesforce Management (MKTG 344)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> <tr><td>MKTG 445 – Business Negotiations (48 credits)</td><td style="text-align:center;">3</td><td style="text-align:center;">_____</td></tr> </tbody> </table> <p>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. 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MARKETING**Freshman Year**

BUS 100	3	BUS 180 (BUS 100)	3
COMM 101 <u>or</u> 215	3	P E 101 <u>and</u> 101L <u>or</u> HLTH 111	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)		Non-native Language (if required)	
<u>or</u> Foundational Studies	<u>3</u>	<u>or</u> Foundational Studies	3
	15	Foundational Studies	<u>3</u>
			18

Sophomore Year

BUS 201 (24 credits)	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 115 <u>or</u> calculus <u>and</u> 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 <u>and</u> 48 credits)	3	MKTG or SALES Track	3
Foundational Studies	<u>3</u>	MKTG or SALES Track	<u>3</u>
	15		15

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		MKTG or SALES Track	3
<u>or</u> non-business elective	3	Foundational Studies	3
MKTG or SALES Track	3	<u>or</u> non-business elective	<u>3</u>
MKTG or SALES Track	<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 August 18, 2011.