

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

Name _____ Minor _____

University General Education Requirements

<i>Basic Studies</i>	Hours	Grade
ENG 105 or 107	3	_____
* BEIT 336	3	_____
COMM 101 or 215	3	_____
MATH 111, 115, or calculus course	3	_____
PE 101	2	_____
Foreign Language (if required) or nonbusiness elective	3	_____
Foreign Language (if required) or nonbusiness elective	3	_____
ENG 101 (if required) or nonbusiness elective	3	_____

Liberal Studies

<i>Scientific and Mathematical Studies</i>	7	
<i>(one course must be a lab. science course)</i>		
SMS-F _____	1	_____
SMS-F _____	3	_____
SMS-E _____	3	_____

Social and Behavioral Studies

	6	
SBS-E *ECON 200	3	X
SBS-F _____	3	_____

Literary, Artistic and Philosophical Studies

	6	
LAPS:LL _____	3	_____
LAPS:E _____	3	_____

Historical Studies

	3	
HS:R _____	3	_____

Multicultural Studies

	6	
MCS:USD _____	3	_____
MCS:IC _____	3	_____

<i>Capstone</i> BUS 401	3	X
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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 124 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.

College of Business Core Requirements

I. Cornerstone and Foundation Courses (Prebusiness requirements)
Must be completed with an average GPA of 2.25 or higher

	Hours	Grade
BUS 101 – Freshman Business Experience I	1	_____
BUS 102 – Freshman Business Experience II (BUS 101)	1	_____
BUS 170 – Information Tools	2	_____
BUS 201 – Accounting Principles I (24 hours)	3	_____
BUS 202 – Accounting Principles II (BUS 201)	3	_____
BUS 205 – Business Statistics I (MATH 111, 115 or calculus course and BUS 170)	3	_____
*ECON 200 – Principles of Macroeconomics	3	_____
*ECON 201 – Principles of Microeconomics	3	_____

(Prebusiness requirements include freshman English composition and communication)

II. Functional Block and Capstone Courses

Must be completed with an average GPA of 2.25 or higher
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)

Prebusiness 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 College of Business Requirements:

*BEIT 336 – Business Report Writing (ENG 105, 107 or 108 and completion of 48 hours)	3	X
BUS 220 – Dynamics of Professional Success (ENG 105, 107 or 108 and COMM 101 or 215)	1	_____
BUS 263 - Legal Environment. & Bus (sophomore standing)	3	_____

IV. Major Requirements

A cumulative GPA of 2.25 is required in all major courses.

MKTG 332 – Buyer Behavior (BUS 361)	3	_____
++ 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
_____	2	_____
_____	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.

MARKETING

Freshman Year

BUS 101	1	BUS 102 (BUS 101)	1
BUS 170	2	P E 101	2
COMM 101 <u>or</u> 215	3	ENG 105 <u>or</u> nonbusiness elective	3
MATH 111, 115, <u>or</u> calculus	3	Foreign Language (if required) <u>or</u> Liberal Studies	3
ENG 101 or ENG 107	3	Liberal Studies (science course)	3
Foreign Language (if required) <u>or</u> Liberal Studies	<u>3</u>	Science lab	1
	15	Liberal Studies	<u>3</u>
			16

Sophomore Year

BUS 201	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 111, 115, or calculus & BUS 170)	3	BUS 305 (BUS 205)	3
ECON 200	3	ECON 201	3
Liberal Studies	3	BUS 263	3
Liberal Studies	<u>3</u>	BUS 220 (ENG 105 or 107 and COMM 101 or 215)	1
	15	Liberal Studies	<u>3</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>2</u>
			17

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 must complete all required courses with a minimum of 124 hours.

Updated July 12, 2007.