

<b>Name</b>			<b>991-</b>	<b>Minor</b>
<b>University Foundational Studies Requirements (FS 2010)</b>			<b>Credits</b>	<b>Grade</b>
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) _____	3	_____		
<u>or</u> AHS 111	3	_____		
Non-Native Language (if required) <u>or</u> elective	3	_____		
Non-Native Language (if required) <u>or</u> elective	3	_____		
ENG 101 (if required) <u>or</u> 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)	6			
_____	3	_____		
*BUS 401	3	_____X		
<b>To be eligible for graduation, business majors must meet the following minimum standards:</b>				
1. Complete all required courses.				
2. Complete a minimum of <b>120</b> credits with a cumulative grade point average of at least <b>2.25</b> .				
3. Complete the business and economics courses with an average of <b>2.25</b> or higher.				
4. Complete at least <b>45</b> credits at the <b>300-400</b> level.				
Official curricula is available online in the ISU Undergraduate Catalog: <a href="http://catalog.indstate.edu">http://catalog.indstate.edu</a>				
<b>I. Business Foundation Courses. Must be completed with an average GPA of 2.25 or higher for College of Business Admission (COBA)</b>			<b>Credits</b>	<b>Grade</b>
+ BUS 100 – Introduction to Contemporary Business			3	_____
BUS 180 – Business Information Tools (BUS 100 <u>or</u> MGT 140)			3	_____
BUS 201 – Accounting Principles I (24 credits)			3	_____
BUS 205 – Business Statistics I (MATH 115 <u>or</u> calculus course <u>&amp;</u> BUS 180)			3	_____
ECON 200 – Principles of Macroeconomics			3	_____
(COBA also requires completion of freshman English Composition, Communication and MATH 115 <u>or</u> Calculus.)				
+ Students who have not completed BUS 100 at ISU must complete BUS 220 - Dynamics of Professional Success			1	_____
<b>II. Business Core Requirements:</b>				
BUS 202 – Accounting Principles II (BUS 201)			3	_____
ECON 201 – Principles of Microeconomics			3	_____
BUS 221 – Intro to Management Info. Systems (BUS 100 <u>&amp;</u> 180)			3	_____
BUS 263 - Legal Environment & BUS (32 credits)			3	_____
BUS 305 – Business Statistics II (BUS 205) (BUS 305 must be taken before BUS 311 <u>&amp;</u> 351)			3	_____
BUS 311 – Business Finance (COBA, ECON 201, BUS 202 <u>&amp;</u> 305)			3	_____
BUS 351 – Intro to Operations Management (COBA, ECON 201, BUS 202 <u>&amp;</u> 305)			3	_____
BUS 361 – Principles of Marketing (COBA, ECON 201 <u>&amp;</u> BUS 202)			3	_____
BUS 371 – Management <u>&amp;</u> Org. Behavior (COBA, ECON 201 <u>&amp;</u> BUS 202)			3	_____
*BUS 401 – Senior Business Experience (BUS 221, 263, 311, 351, 361 <u>&amp;</u> 371)			3	_____
*BEIT 336 – Business Report Writing (ENG 105, 107 <u>or</u> 108 <u>&amp;</u> completion of 48 credits)			3	_____X
<b>III. Major Requirements</b>				
<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, <u>&amp;</u> 94 credits)			3	_____
<i>Select One of the Following Elective Concentrations:</i>				
<b>Marketing Management Concentration (18 credits)</b>				
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	_____
<b>Sales Management Concentration (18 credits)</b>				
MKTG 344 – Professional Selling (BUS 361)			3	_____
MKTG 443 – Business to Business Marketing (BUS 361)			3	_____
MKTG 444 – Salesforce Management (MKTG 344)			3	_____
MKTG 445 – Business Negotiations (63 credits)			3	_____
Elective – 6 credits to be selected from COMM 312, MGT 370, MKTG 310, 312, 333, 334, 347, 353, 414, 439, 449, 475, OSCM 300, 455, 475, 490. Ensure prerequisite requirements have been met prior to selecting any electives.				
_____			3	_____
_____			3	_____
<b>*Course is listed in two places on this curriculum guide. (Parenthesis indicate prerequisite courses)</b>				
**Two UDIE, or				
One UDIE and 1-course equiv. study abroad experience, or				
One UDIE and completion of 2 <sup>nd</sup> major, minor, certificate or degree in education with courses outside the Bayh College of Education.				
			Revised October 11, 2013	

**MARKETING**  
**(Recommended Sequencing)**

**Freshman Year**

BUS 100	3	BUS 180 (BUS 100 <u>or</u> MGT 140)	3
COMM 101 <u>or</u> 215	3	P E 101 <u>&amp;</u> 101L <u>or</u> AHS 111	3
MATH 115 <u>or</u> calculus	3	ENG 105 <u>or</u> 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>
			18

**Sophomore Year**

BUS 201 (24 credits)	3	BUS 202 (BUS 201)	3
BUS 205 (MATH 115 <u>or</u> calculus & BUS 180)	3	BUS 305 (BUS 205)	3
ECON 201	3	BUS 263 (32 credits)	3
BUS 221 (BUS 100 <u>&amp;</u> 180)	3	Foundational Studies (science) (with science lab)	3 1
Foundational Studies	<u>3</u>	Foundational Studies	<u>3</u>
	15		16

**Junior Year**

BUS 311 (COBA, ECON 201, BUS 202 <u>&amp;</u> 305)	3	BUS 351 (COBA, ECON 201, <u>&amp;</u> BUS 202 <u>&amp;</u> 305)	3
Foundational Studies	3	BUS 371 (COBA, ECON 201, <u>&amp;</u> BUS 202)	3
BUS 361 (COBA, ECON 201, <u>&amp;</u> BUS 202)	3	MKTG 332 (BUS 361)	3
Foundational Studies	3	MKTG or SALES Concentration	3
BEIT 336 (Eng 105 <u>or</u> 107 <u>or</u> 108 & 48 credits)	<u>3</u>	MKTG or SALES Concentration	<u>3</u>
	15		15

**Senior Year**

MKTG 338 (BUS 361)	3	BUS 401 (BUS 221, 263, 311, 351, 361, <u>&amp;</u> 371)	3
MKTG or SALES Concentration	3	MKTG 448 (MKTG 332, 338, <u>&amp;</u> 94 credits)	3
MKTG or SALES Concentration	3	MKTG or SALES Concentration	3
Foundational Studies <u>or</u> elective	2	Foundational Studies <u>or</u> elective	<u>3</u>
MKTG or SALES Concentration	<u>3</u>		12
	14		

(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 120 hours.**

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