

# Marketing

## Course Checklist for 2010-2012 catalog

### Integrated Marketing Communication Sequence

\*\* don't forget prerequisites \*\*

In order to graduate, you must complete the following requirements PLUS business requirements:

- Meet College of Business Continuance Requirements
- Earn Cs in ALL your required business classes
- Complete General Education Requirements (General Education OR Associate's of Arts/Science OR I.A.I. – transfer general education)
- Earn at least 120 hours toward graduation
- Earn a minimum of 42 senior college hours (at the 200 level or above)
- Complete Global Studies Requirement (AMALI courses in ISU Gen Ed qualify)
- Pass the US and IL Constitution Exams – COST \$3.50 – 346 Fell Hall– go to <http://ilt.ilstu.edu/rbradley/constitution.htm>
- Apply for Graduation – COST \$25 – 107 Moulton Hall or Student Accounts

#### BUSINESS CORE REQUIREMENTS (44 hours)

✓	COURSE #	COURSE TITLE	CREDIT HOURS
	ACC 131	Financial Accounting	3
	ACC 132	Managerial Accounting (ACC 131)	3
	ACC 270	Information Systems in Organizations (MS Comp, Stats, ACC 132)	3
	ECO 105	Principles of Economics	4
	MQM 100	Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)	3
	BUS 100	Enterprise	3
	MAT 121	Applied Calculus (MAT 120) (May also substitute MAT 145)	4
	ENG 145.13	Language and Composition II: Writing for Business (ENG 101)	3
	FIL 185	Legal, Ethical, Social Environment of Business (ECO 105)	3
	FIL 240	Business Finance (ECO 105, ACC 132, Stats)	3
	MKT 230	Intro to Marketing Management (ECO 105)	3
	MQM 220	Business Organization & Management (ECO 105)	3
	MQM 227	Operations Management (ECO 105, ACC 132, Stats)	3
	MQM 385	Organizational Strategy (90 hrs, ACC 270, FIL 185, FIL 240, MKT 230, MQM 220, MQM 227)	3

#### REQUIRED MAJOR COURSES = 3 COURSES/9 HOURS

	MKT 231	Buyer Behavior (MKT 230)	3
	MKT 232	Marketing Research (MKT 230, Stats)	3
	MKT 338	Strategic Marketing Management (MKT 230, MKT 231, MKT 232)	3

#### REQUIRED SEQUENCE COURSES – 6 HOURS

	MKT 233	Foundations of Integrated Marketing Communication (C or better in MKT 230)	3
	MKT 333	Integrated Marketing Communication (MKT 230, 231, 232, 233)	3

#### INTEGRATED MARKETING SEQUENCE ELECTIVES – CHOOSE 3 COURSES/9 HOURS

	COM 178♦	Introduction to Communication Theories	3
	MKT 234	Personal Selling and Relationship Marketing (C or better in MKT 230)	3
	MKT 287/299★	Independent Study/Honors Independent Study	3
	MKT 331	Support Strategies for IMC (MKT 230, 231, 232, 233)	3
	MKT 332	IMC Creative Strategy Design (MKT 230, 231, 232, 233)	3
	MKT 339.05	Seminar: Services Marketing (MKT 230, 231, 232)	3
	MKT 339.09	Seminar in Internet Marketing (MKT 230, 234)	3
	MKT 398.04★	Professional Practice: Intern/Coop in IMC (MKT 230, 231, 232)	3

★ONLY 3 hours of these non-traditional courses may count toward Marketing major