

MARKETING MAJOR BBA Course Checklist 2011_12
(For students who entered Iona in **Fall 2007 or later**)

Chair of MKT & IB. – Dr. Rudell (frudell@iona.edu; 637-2748) 74 President Street

NEW (2007) COLLEGE CORE	BUSINESS DEGREE CORE	MARKETING MAJOR COURSES
<input type="checkbox"/> ECO 201. Basic Microeconomic Analysis (<i>Pre/co-req: college math</i>)	<input type="checkbox"/> BUS 130. The Legal Environment of Business	<input type="checkbox"/> MKT 301. Consumer Behavior <i>Prereq: BUS240</i>
<input type="checkbox"/> ECO 202. Basic Macroeconomic Analysis (<i>Pre/co-req: college math</i>)	<input type="checkbox"/> BUS 140. The Law of Agency, Bus. Org., Commercial Paper and Sales (some frosh will take BUS100 instead)	<input type="checkbox"/> MKT 307. Mktg Communications <i>Prereq: BUS240</i>
<input type="checkbox"/> CS 140. Computer Applications	<input type="checkbox"/> BUS 150. Information Systems	<input type="checkbox"/> MKT 330. Marketing Research <i>Prerequisite: BUS 210,BUS240</i>
<input type="checkbox"/> MTH 134. Brief Calculus (or more advanced MTH231 course) (<i>If weak in math, use LA elec for MTH123or135 first</i>)	<input type="checkbox"/> BUS 201. Principles of Financial Accounting	<input type="checkbox"/> MKT 414. Internat'l Marketing <i>Prerequisite: BUS 240</i>
<input type="checkbox"/> SCS 101. Introduction to Oral Communication	<input type="checkbox"/> BUS 202. Principles of Managerial Accounting <i>Prereq: BUS201</i>	<input type="checkbox"/> MKT 460. Marketing Strategy and Planning <i>Prerequisite: BUS240, MKT 301, 307, 330, 414, Senior Status</i>
<input type="checkbox"/> ENG 120. Communication Skills: Writing I	<input type="checkbox"/> BUS 210. Statistics <i>Prerequisite: MTH134 or equivalent</i>	<input type="checkbox"/> MKT ELEC <input type="checkbox"/> MKT ELEC
<input type="checkbox"/> ENG 203. Foundations and Traditions of Literature <i>Prerequisite: ENG 120</i>	<input type="checkbox"/> BUS 220. Principles of Management	Choose From:
<input type="checkbox"/> ENG 204. Lit. of the Modern World <i>Prerequisite: ENG 203</i>	<input type="checkbox"/> BUS 230. Principles of Finance <i>Prerequisite: BUS 201, MTH 134 or equiv.</i>	MKT302 – Sales Management (F) MKT319 – Sports Marketing (F,Sp)
<input type="checkbox"/> HST 101. Contemporary Civilization I: Topics in Western Civilization	<input type="checkbox"/> BUS 240. Principles of Marketing <i>Prereq: Sophomore standing</i>	MKT350 – Global Fashion Mktg (F) MKT360 – Global Entertainment Mkt (Sp)
<input type="checkbox"/> HST 201. Contemporary Civilization II: Topics in Non-Western Civilization <i>Prerequisite: HST101</i>	<input type="checkbox"/> BUS 320. Production and Operations Management <i>Prereq: BUS 210 or equivalent</i>	MKT371 – Global Internet Mktg (Su) MKT402 – Direct Mktg Mgmt (W) MKT403 - Retailing Mgmt (Sp)
<input type="checkbox"/> STL 100. Scientific and Technological Literacy (or take BIO, CHM or PHY sequence to satisfy Science req'ment)	<input type="checkbox"/> BUS 410. The Role of Business in Contemporary American Society <i>Prerequisite: Senior Status</i>	MKT406 - Current issues in Mktg (rotating topics)
<input type="checkbox"/> STL 1_5 (choose topic) <i>Prereq: STL 100</i> (or second BIO, CHM or PHY course if not using STL)	<input type="checkbox"/> BUS 470. Business Policy and Strategy <i>Prerequisite: All 100, 200 and 300 level BUS courses listed above, and Senior Status.</i>	MKT416 – International Advertising (F) <i>Prerequisite: MKT414</i> MKT418 Import/Export Mgmt (Sp) <i>Prerequisite: MKT414</i>
<input type="checkbox"/> RST 101. Intro to the Study of Religion	<input type="checkbox"/> **BUS ELEC	MKT465 – Marketing Internship (info and application on MKT website)
<input type="checkbox"/> RST ELEC Choose from RST204-209 <i>Prerequisite: RST101</i>	<input type="checkbox"/> **BUS ELEC	Can use internship as Marketing or Business elective.
<input type="checkbox"/> PHL 110. Introduction to Philosophy	**Business elective is any course in Hagan, preferably outside your major.	
<input type="checkbox"/> PHL 210. Moral Philosophy <i>Prerequisite: PHL110</i>	(e.g., ACC, BEC, BLW, FIN, IS, MNG)	
<input type="checkbox"/> FPA 2XX (One 200 level course in Fine and Performing Arts)		Be sure to check prerequisites for all courses!
<input type="checkbox"/> *Liberal Arts ELEC	*Liberal Arts elective = any course offered in School of Arts & Science (e.g., PSY, SOC,	
<input type="checkbox"/> *Liberal Arts ELEC	MCO, MTH, FLM, POL, CRJ, ENG, FPA, Foreign Language, etc.)	
<input type="checkbox"/> *Liberal Arts ELEC		
<input type="checkbox"/> *Liberal Arts ELEC	Economics (except ECO100) and IDS courses can be used as Business or Liberal Arts elective.	