

MARKETING MAJOR BBA Course Checklist 2008-2009

(For students who entered Iona in Fall 2007 or later)

Chair of Mktg & IB: Dr. Rudell (frudell@iona.edu; 637-2748)

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	<input type="checkbox"/> MKT 307. Mktg Communications <i>Prereq: BUS240</i>
<input type="checkbox"/> MTH 134. Brief Calculus (or more advanced MTH231 course) <i>If weak in Math, use LA elec for MTH123</i>	<input type="checkbox"/> BUS 150. Information Systems	<input type="checkbox"/> MKT 330. Marketing Research <i>Prerequisite: BUS 210,BUS240</i>
<input type="checkbox"/> CS 140. Computer Applications	<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"/> ENG 120. Communication Skills: Writing I	<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"/> SCS 101. Introduction to Oral Communication	<input type="checkbox"/> BUS 210. Statistics <i>Prerequisite: MTH134 or college math course</i>	<input type="checkbox"/> MKT ELEC <input type="checkbox"/> MKT ELEC
<input type="checkbox"/> ENG 203. Foundations and Traditions of Literature <i>Prereq: ENG 120</i>	<input type="checkbox"/> BUS 220. Principles of Management <i>Prereq: Sophomore standing</i>	Choose from: MKT302 – Sales Management
<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>	MKT308 – Advertising Mgmt MKT310 – Product Mgmt
<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>	MKT319 – Sports Marketing MKT350 – Global Fashion Mktg MKT360 – Global Entertainment Mktg
<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 MKT402 – Direct Mktg Mgmt MKT403 - Retailing Mgmt
<input type="checkbox"/> PHL 110. Introduction to Philosophy	<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"/> PHL 210. Moral Philosophy <i>Prerequisite: PHL110</i>	<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 <i>Prerequisite: MKT414</i> MKT418 Import/Export Mgmt <i>Prerequisite: MKT414</i>
<input type="checkbox"/> RST 101. Introduction 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"/> STL 100. Scientific and Technological Literacy (first course)	**Business elective is any course in Hagan, preferably outside your major. (e.g., ACC, BEC, BLW, FIN, IDT, MNG)	
<input type="checkbox"/> STL 1_5 (choose topic) <i>Prerequisite: STL 100</i>	*Liberal Arts = School of Arts & Science	
<input type="checkbox"/> FPA ELEC (One 200 level course in Fine and Performing Arts)	(e.g., PSY, SOC, MCO, MTH, POL, CRJ, ENG, FPA, Foreign Language, etc.)	Be sure to check prerequisites for all courses!
<input type="checkbox"/> *Liberal Arts ELEC		
<input type="checkbox"/> *Liberal Arts ELEC	Economics and IDS courses can count as Business or Liberal Arts electives	
<input type="checkbox"/> *Liberal Arts ELEC		
<input type="checkbox"/> *Liberal Arts ELEC		