

MARKETING MAJOR BBA Course Checklist 2008 - 2009

(For students who entered Iona **before** Fall 2007)

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NB: Two numbers indicate pre and post-2007 (old/new) course #s

“OLD” 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 101/201. Principles of Financial Accounting	<input type="checkbox"/> MKT 301. Consumer Behavior <i>Prereq: BUS 340/240</i>
<input type="checkbox"/> ECO 202. Basic Macroeconomic Analysis (<i>Pre/co-req.: college math</i>)	<input type="checkbox"/> BUS 202. Principles of Managerial Accounting <i>Prereq: BUS 101/201</i>	<input type="checkbox"/> MKT 307. Mktg Communications <i>Prereq: BUS 340/240</i>
<input type="checkbox"/> MTH 133. Finite Mathematics (Beginning Fall 07, MTH123 or 135)	<input type="checkbox"/> BUS 130. The Legal Environment of Business	<input type="checkbox"/> MKT 330. Marketing Research <i>Prerequisite: BUS 210, 340/240</i>
<input type="checkbox"/> MTH 134. Brief Calculus (or more advanced Calculus course)	<input type="checkbox"/> BUS 140. The Law of Agency, Bus. Org., Commercial Paper and Sales	<input type="checkbox"/> MKT 414. Internat'l Marketing <i>Prerequisite: BUS 340/240</i>
<input type="checkbox"/> CS 140. Computer Applications	<input type="checkbox"/> BUS 210. Statistics <i>Prerequisite: MTH 133, 134 or college math course</i>	<input type="checkbox"/> MKT 460. Marketing Strategy and Planning <i>Prerequisite: BUS 340/240, MKT 301, 307, 330, 414, Senior Status</i>
<input type="checkbox"/> CS 145. Dimensions of Modern Computing <i>Prerequisite: CS 140</i> (After 8/06, take core LA elec)	<input type="checkbox"/> BUS 300/150. Management Information Systems <i>Prereq: CS 145 (or CS140 after 8/06) Fall07, may take BUS150 w/no prerequisite</i>	<input type="checkbox"/> MKT ELEC <input type="checkbox"/> MKT ELEC
<input type="checkbox"/> ENG 120. Communication Skills: Writing I	<input type="checkbox"/> BUS 310/220. Principles of Management <i>Prereq: Sophomore standing</i>	Choose from: MKT302 – Sales Management
<input type="checkbox"/> SCS 101. Introduction to Oral Communication	<input type="checkbox"/> BUS 320. Production and Operations Management <i>Prerequisite: BUS 210 or equivalent</i>	MKT308 – Advertising Mgmt MKT310 – Product Mgmt
<input type="checkbox"/> ENG 203. Foundations and Traditions of Literature <i>Prerequisite: ENG 120</i>	<input type="checkbox"/> BUS 330/230. Principles of Finance <i>Prerequisite: BUS 201, MTH 134 or equivalent,</i>	MKT319 – Sports Marketing MKT350 – Global Fashion Mktg*** MKT360 – Global Entertainment Mktg***
<input type="checkbox"/> ENG 204. Lit. of the Modern World <i>Prerequisite: ENG 203</i>	<input type="checkbox"/> BUS 340/240. Principles of Marketing <i>Prereq: Sophomore standing</i>	MKT371 – Global Internet Mktg*** MKT402 – Direct Mktg Mgmt
<input type="checkbox"/> HST 105. Contemporary Civilization I: Topics in Western Civilization Fall07 – HST101	<input type="checkbox"/> BUS 410. The Role of Business in Contemporary American Society <i>Prerequisite: Senior Status</i>	MKT403 - Retailing Mgmt MKT406 - Current issues in Mktg (rotating topics)
<input type="checkbox"/> HST 106. Contemporary Civilization II: Topics in Non-Western Civilization Fall07 – HST201 (prereq. HST 101)	<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"/> PHL 110. Introduction to Philosophy	<input type="checkbox"/> **BUS ELEC	MKT465 – Marketing Internship (info and application on MKT website)
<input type="checkbox"/> PHL 210. Moral Philosophy Fall 07 – Prereq: PHL110	<input type="checkbox"/> **BUS ELEC	Can use internship as Marketing or Business elective.
<input type="checkbox"/> RST 203/101. Introduction to the Study of Religion	**Business elective is any course in Hagan, preferably outside your major. (e.g., ACC, BEC, BLW, FIN, IDT, MNG)	***MKT350, 360 and 371 used to be MKT406 “topic” courses. DO NOT re-take by accident under new number.
<input type="checkbox"/> RST ELEC Prereq. RST203 Fall07 – RST2xx Prereq: RST 101 or 203	*Liberal Arts = School of Arts & Science	
<input type="checkbox"/> STL 100. Scientific and Technological Literacy (first course)	(e.g., PSY, SOC, MCO, POL, CRJ, ENG, FPA, Foreign Language, etc.)	
<input type="checkbox"/> STL ELEC (choose topic) <i>Prerequisite: STL 100</i>		Be sure to check prerequisites for all courses!
<input type="checkbox"/> *Liberal Arts ELEC	Economics and IDS courses can count as Business or Liberal Arts electives.	
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