

MARKETING (MKT) 559

352 State Farm Hall of Business

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<https://Business.IllinoisState.edu>

Chairperson: Horace Melton

Academic Requirements

All students with majors offered by the Department of Marketing must meet the academic, admission, and transfer requirements of the College of Business. Refer to the Structure of Business Programs section of the Undergraduate Catalog. <https://illinoisstate.edu/catalog/> Non-majors must have the prerequisites, including the specified number of hours, to enroll in courses in the Department.

Marketing Program

Degree Offered: B.S.

Marketing is a flexible degree that qualifies graduates for a variety of leadership positions in the selling, distribution, pricing, and advertising of goods and services for both profit and non-profit organizations.

Major in Marketing

Marketing major elective courses: (15 hours selected from):

- MKT 233, 234, 236, 245, 310, 311, 324, 325, 326, 329, 331, 332, 333, 334, 335, 337, 339, 345, 350, 398A01, 398A03, 398A04
- NOTE:** Up to 3 hours of MKT 287, and 398A01 may be counted as part of the 12 hours listed above
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University

Students may choose to major with a general Marketing degree or specialize in one of the following sequences:

Advanced Marketing Analytics Sequence

- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- All courses required in the major must be completed in residence at Illinois State University.

Integrated Marketing Communication Sequence

- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- All courses required in the major must be completed in residence at Illinois State University.

Professional Sales Sequence

- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

- All courses required in the major must be completed in residence at Illinois State University.

Minor in Business Analytics

- 27 hours required. (Courses requiring prerequisites, if not already taken, may result in an increase in total hours.)
- Foundation courses (9 hours):
 - IT 150 or MS Competency
 - MQM 100 or equivalent
 - MKT 190 or 230
- Required courses: (9 hours):
 - ACC 271 or IT 244
 - MKT 232 or equivalent
 - MKT 245
- Advanced applied elective courses
9 hours selected from:
 - ACC 263, 366
 - GEO 303
 - IT 344, 345
 - MKT 311, 339A13, 345
- Note: A qualifying internship, with the approval by the Marketing chairperson, may count for up to three hours toward the Minor.
- Note: At least half (with a minimum of 9) of the credit hours for a minor must be distinct from any hours the student counts toward a major within the same department of school.

Refer also to the Structure of Business Programs section of the Undergraduate Catalog. <https://illinoisstate.edu/catalog/>

Marketing Courses:

<https://coursefinder.illinoisstate.edu/directory/mkt/>

All Courses:

<https://coursefinder.illinoisstate.edu/directory/>

MAJOR IN MARKETING (B.S.)**General Education (39 credit hours)**

Refer to the General Education section of the Undergraduate Catalog for a complete list of General Education requirements and courses.

Communication and Composition (2 courses required)

- _____ 3 COM 110 Communication as Critical Inquiry
 _____ 3 ENG 101 or ENG 101A10 Composition as Critical Inquiry

Mathematics (1 course required)

Please see major requirements for mathematics options.

Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

United States Traditions (1 course required)

Individuals & Civic Life (1 course required)

Fine Arts (1 course/3 credit hours required)***

Humanities (1 course required)***

Language in the Humanities (1 course required)***

Quantitative Reasoning for B.S. (1 course required)

- _____ 3 MQM 100 Statistical Reasoning

Science, Math, & Technology (1 course required)

Social Sciences (1 course required)***

Exempt for College of Business majors

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

***certain courses in General Education fulfill the AMALI requirement
 See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Marketing Courses:

<https://coursefinder.illinoisstate.edu/directory/mkt/>

All Courses: <https://coursefinder.illinoisstate.edu/directory/>

Major (70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
 _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
 _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
 _____ 3 BUS 100 Enterprise
 _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
 _____ 3 ECO 101 Principles of Microeconomics
 _____ 3 ECO 102 Principles of Macroeconomics
 _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
 _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
 _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
 _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
 _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
 _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
 _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
 _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
 _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
 _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
 _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
 _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
 _____ 3 IT 150 Using Microcomputer Productivity Tools
 _____ 0 College administered competency exams

Take 5 (15 credit hours) additional Marketing electives:

(MKT 233, 234, 236, 245, 310, 311, 324, 325, 326, 329, 331, 332, 333, 334, 335, 337, 339, 345, 350, 398A01, 398A03; 398A04)

Please consult with your academic advisor.

Up to 3 hours of MKT 287, and 398A01 may be counted as part of the 12 hours listed above.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours. The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MAJOR IN MARKETING (B.S.)**Transfer Students****Illinois Articulation Initiative (min. 37 credit hours)**

To be eligible for IAI, at least one transfer course must have been articulated to an IAI core requirement. Refer to the Undergraduate Catalog for a complete list of IAI courses and policies.

Communication and Composition (3 courses required)

A grade of C or better required in ENG 101 and 145 or equivalents

- _____ 3 C2 900 COM 110 Communication as Critical Inquiry
- _____ 3 C1 900 ENG 101 or ENG 101A10 Composition as Critical Inquiry
- _____ 3 C1 901 ENG 145A13 Writing for Business & Gov Organizations

Mathematics (1 course required)

Please see major requirements for mathematics options

- _____ 4 M1 900 MAT 121 Applied Calculus
- _____ OR M1 900-1 MAT 145 Calculus I

Physical & Life Sciences (2 courses/7-8 hours required)

Students must complete 1 life science and 1 physical science course; at least 1 course must have a lab.

Humanities & Fine Arts (3 courses required)

At least 1 humanities and 1 fine arts course required

Social & Behavioral Sciences (3 courses required)

2 different disciplines must be represented.

- _____ 3 S3 901 Macroeconomics
- _____ 3 S3 902 Microeconomics

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Marketing Courses:

<https://coursefinder.illinoisstate.edu/directory/mkt/>

All Courses: <https://coursefinder.illinoisstate.edu/directory/>

Major (70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
- _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
- _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
- _____ 3 BUS 100 Enterprise
- _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
- _____ 3 ECO 101 Principles of Microeconomics
- _____ 3 ECO 102 Principles of Macroeconomics
- _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
- _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103 ; 15+ earned hours)
- _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
- _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
- _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
- _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
- _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
- _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
- _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
- _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
- _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
- _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
- _____ 3 IT 150 Using Microcomputer Productivity Tools
- _____ 0 College administered competency exams

Take 5 (15 credit hours) additional Marketing electives:

(MKT 233, 234, 236, 245, 310, 311, 324, 325, 326, 329, 331, 332, 333, 334, 335, 337, 339, 345, 350, 398A01, 398A03; 398A04)

Please consult with your academic advisor.

Up to 3 hours of MKT 287, and 398A01 may be counted as part of the 12 hours listed above.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours. The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MAJOR IN MARKETING**ADVANCED MARKETING ANALYTICS SEQUENCE (B.S.)****General Education (39 credit hours)**

Refer to the General Education section of the Undergraduate Catalog for a complete list of General Education requirements and courses.

Communication and Composition (2 courses required)

- _____ 3 COM 110 Communication as Critical Inquiry
 _____ 3 ENG 101 or ENG 101A10 Composition as Critical Inquiry

Mathematics (1 course required)

Please see major requirements for mathematics options.

Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

United States Traditions (1 course required)**Individuals & Civic Life (1 course required)****Fine Arts (1 course/3 credit hours required)*******Humanities (1 course required)*******Language in the Humanities (1 course required)*******Quantitative Reasoning for B.S. (1 course required)**

- _____ 3 MQM 100 Statistical Reasoning

Science, Math, & Technology (1 course required)**Social Sciences (1 course required)*****

Exempt for College of Business majors

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

***certain courses in General Education fulfill the AMALI requirement
 See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Major (min. 73 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
 _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
 _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
 _____ 3 BUS 100 Enterprise

- _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
 _____ 3 ECO 101 Principles of Microeconomics
 _____ 3 ECO 102 Principles of Macroeconomics
 _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
 _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
 _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
 _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
 _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
 _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
 _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
 _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
 _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
 _____ 3 MKT 245 Introduction to Marketing Analytics (P: MKT 190 or 230; MKT 232)
 _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)
 _____ 3 MKT 345 Advanced Marketing Analytics (P: MKT 190 or 230; MKT 232 and 245)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
 _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 ACC 271 Introduction to Business Analytics (P: MS Competency)
 _____ 3 IT 244 Introduction to Business Intelligence (P: IT 150; MQM 100)

Take 1 of the following courses:

- _____ 4 MAT 120 Finite Mathematics
 _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
 _____ 4 MAT 144 Precalculus
 _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
 _____ 3 IT 150 Using Microcomputer Productivity Tools
 _____ 0 College administered competency exams

Take 3 (9 credit hours) additional Advanced Marketing Analytics electives:

(ACC 263, 366; GEO 303; IT 344; MKT 311, 339A13, 398A05 (3 hours))
 (Up to 3 hours of MKT 287 and 398A05 may be counted as part of the 9 hours) Please consult with your academic advisor.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours.

The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

Marketing Courses:

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All Courses: <https://coursefinder.illinoisstate.edu/directory/>

MAJOR IN MARKETING**ADVANCED MARKETING ANALYTICS SEQUENCE(B.S.)****Transfer Students****Illinois Articulation Initiative (min. 37 credit hours)**

To be eligible for IAI, at least one transfer course must have been articulated to an IAI core requirement. Refer to the Undergraduate Catalog for a complete list of IAI courses and policies.

Communication and Composition (3 courses required)

A grade of C or better required in ENG 101 and 145 or equivalents

- _____ 3 C2 900 COM 110 Communication as Critical Inquiry
 _____ 3 C1 900 ENG 101 or ENG 101A10 Composition as Critical Inquiry
 _____ 3 C1 901 ENG 145 Writing in the Academic Disciplines

Mathematics (1 course required)

Please see major requirements for mathematics options

Physical & Life Sciences (2 courses/7-8 hours required)

Students must complete 1 life science and 1 physical science course; at least 1 course must have a lab.

Humanities & Fine Arts (3 courses required)

At least 1 humanities and 1 fine arts course required

Social & Behavioral Sciences (3 courses required)

2 different disciplines must be represented.

- _____ 3 S3 901 Macroeconomics
 _____ 3 S3 902 Microeconomics

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Major (min. 73 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
 _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
 _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
 _____ 3 BUS 100 Enterprise
 _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)

- _____ 3 ECO 101 Principles of Microeconomics
 _____ 3 ECO 102 Principles of Macroeconomics
 _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
 _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
 _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
 _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
 _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
 _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
 _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
 _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
 _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
 _____ 3 MKT 245 Introduction to Marketing Analytics (P: MKT 190 or 230; MKT 232)
 _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)
 _____ 3 MKT 345 Advanced Marketing Analytics (P: MKT 190 or 230; MKT 232 and 245)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
 _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 ACC 271 Introduction to Business Analytics (P: MS Competency)
 _____ 3 IT 244 Introduction to Business Intelligence (P: IT 150; MQM 100)

Take 1 of the following courses:

- _____ 4 MAT 120 Finite Mathematics
 _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
 _____ 4 MAT 144 Precalculus
 _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
 _____ 3 IT 150 Using Microcomputer Productivity Tools
 _____ 0 College administered competency exams

Take 3 (9 credit hours) additional Advanced Marketing Analytics electives:

(ACC 263, 366; GEO 303; IT 344; MKT 311, 339A13, 398A05 (3 hours))
 (Up to 3 hours of MKT 287 and 398A05 may be counted as part of the 9 hours) Please consult with your academic advisor.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours.

The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

Marketing Courses:

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MAJOR IN MARKETING INTEGRATED MARKETING COMMUNICATION SEQUENCE (B.S.)

General Education (39 credit hours)

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Communication and Composition (2 courses required)

- _____ 3 COM 110 Communication as Critical Inquiry
_____ 3 ENG 101 or ENG 101A10 Composition as Critical Inquiry

Mathematics (1 course required)

Please see major requirements for mathematics options.

Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

United States Traditions (1 course required)

Individuals & Civic Life (1 course required)

Fine Arts (1 course/3 credit hours required)***

Humanities (1 course required)***

Language in the Humanities (1 course required)***

Quantitative Reasoning for B.S. (1 course required)

- _____ 3 MQM 100 Statistical Reasoning

Science, Math, & Technology (1 course required)

Social Sciences (1 course required)***

Exempt for College of Business majors

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

***certain courses in General Education fulfill the AMALI requirement
See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

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All Courses:

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Major (min. 70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
_____ 3 ACC 132 Managerial Accounting (P: ACC 131)
_____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
_____ 3 BUS 100 Enterprise
_____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
_____ 3 ECO 101 Principles of Microeconomics
_____ 3 ECO 102 Principles of Macroeconomics
_____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
_____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
_____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
_____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
_____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
_____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
_____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
_____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
_____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
_____ 3 MKT 233 Foundations of Integrated Marketing Communication (P: C or better in MKT 190 or 230)
_____ 3 MKT 333 Integrated Marketing Communication (P: MKT 231, 232, and 233)
_____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
_____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
_____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage **AND** ACC 168 Internet & Presentation Tools
_____ 3 IT 150 Using Microcomputer Productivity Tools
_____ 0 College administered competency exams

Take 3 (9 credit hours) additional Integrated Marketing Communication electives: (COM 178; MKT 234, 331, 332, 339A05, 339A09, 398A04 (3 hours)) (Up to 3 hours of MKT 287 and 398A04 may be counted toward the 9 hours) Please consult with your academic advisor.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours.

The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MAJOR IN MARKETING

INTEGRATED MARKETING COMMUNICATION SEQUENCE (B.S.)

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- _____ 3 C1 901 ENG 145A13 Writing for Business & Gov Organizations

Mathematics (1 course required)

Please see major requirements for mathematics options

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- _____ OR M1 900-1 MAT 145 Calculus I

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At least 1 humanities and 1 fine arts course required

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2 different disciplines must be represented.

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B.S. Science, Math, & Technology (1 course required)

- _____ 3 FIL 240 Business Finance

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All Courses:

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Major (min. 70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
- _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
- _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
- _____ 3 BUS 100 Enterprise
- _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
- _____ 3 ECO 101 Principles of Microeconomics
- _____ 3 ECO 102 Principles of Macroeconomics
- _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
- _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
- _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
- _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
- _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
- _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
- _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
- _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
- _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
- _____ 3 MKT 233 Foundations of Integrated Marketing Communication (P: C or better in MKT 190 or 230)
- _____ 3 MKT 333 Integrated Marketing Communication (P: MKT 231, 232, and 233)
- _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
- _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
- _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
- _____ 3 IT 150 Using Microcomputer Productivity Tools
- _____ 0 College administered competency exams

Take 3 (9 credit hours) additional Integrated Marketing Communication

electives: (COM 178; MKT 234, 331, 332, 339A05, 339A09, 398A04 (3 hours)) (Up to 3 hours of MKT 287 and 398A04 may be counted toward the 9 hours) Please consult with your academic advisor.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours.

The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MAJOR IN MARKETING

PROFESSIONAL SALES SEQUENCE (B.S.)

General Education (39 credit hours)

Refer to the General Education section of the Undergraduate Catalog for a complete list of General Education requirements and courses.

Communication and Composition (2 courses required)

- _____ 3 COM 110 Communication as Critical Inquiry
 _____ 3 ENG 101 or ENG 101A10 Composition as Critical Inquiry

Mathematics (1 course required)

Please see major requirements for mathematics options.

Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

United States Traditions (1 course required)

Individuals & Civic Life (1 course required)

Fine Arts (1 course/3 credit hours required)***

Humanities (1 course required)***

Language in the Humanities (1 course required)***

Quantitative Reasoning for B.S. (1 course required)

- _____ 3 MQM 100 Statistical Reasoning

Science, Math, & Technology (1 course required)

Social Sciences (1 course required)***

Exempt for College of Business majors

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

***certain courses in General Education fulfill the AMALI requirement
 See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Marketing Courses:

<https://coursefinder.illinoisstate.edu/directory/mkt/>

All Courses:

<https://coursefinder.illinoisstate.edu/directory/>

Major (min. 70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
 _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
 _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
 _____ 3 BUS 100 Enterprise
 _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
 _____ 3 ECO 101 Principles of Microeconomics
 _____ 3 ECO 102 Principles of Macroeconomics
 _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
 _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
 _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
 _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
 _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
 _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
 _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
 _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
 _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
 _____ 3 MKT 234 Personal Selling & Relationship Marketing (P: C or better in MKT 190 or 230 or AGR 214)
 _____ 3 MKT 334 Sales Management (P: MKT 234)
 _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
 _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
 _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage AND ACC 168 Internet & Presentation Tools
 _____ 3 IT 150 Using Microcomputer Productivity Tools
 _____ 0 College administered competency exams

Take 3 (9 credit hours) additional Professional Sales electives:

(MKT 311, 324, 325, 326, 329, 398A03 (3 hours)) (Up to 3 hours of MKT 287 and 398A03 may be counted as part of the 9 hours)

Please consult with your academic advisor.

† Please consult your academic advisor regarding standard substitutions.

‡ Enrollment in 200-level business courses requires 60 completed semester hours. Enrollment in 300-level business courses requires 75 completed semester hours.

The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MAJOR IN MARKETING**PROFESSIONAL SALES SEQUENCE (B.S.)****Transfer Students****Illinois Articulation Initiative (min 37 credit hours)**

To be eligible for IAI, at least one transfer course must have been articulated to an IAI core requirement. Refer to the Undergraduate Catalog for a complete list of IAI courses and policies.

Communication and Composition (3 courses required)

A grade of C or better required in ENG 101 and 145 or equivalents

- _____ 3 C2 900 COM 110 Communication as Critical Inquiry
- _____ 3 C1 900 ENG 101 or ENG 101A10 Composition as Critical Inquiry
- _____ 3 C1 901 ENG 145 Writing in the Academic Disciplines

Mathematics (1 course required)

Please see major requirements for mathematics options

- _____ 4 M1 900 MAT 121 Applied Calculus
- _____ OR M1 900-1 MAT 145 Calculus I

Physical & Life Sciences (2 courses/7-8 hours required)

Students must complete 1 life science and 1 physical science course; at least 1 course must have a lab.

Humanities & Fine Arts (3 courses required)

At least 1 humanities and 1 fine arts course required

Social & Behavioral Sciences (3 courses required)

2 different disciplines must be represented.

- _____ 3 S3 901 Macroeconomics
- _____ 3 S3 902 Microeconomics

Additional Graduation Requirements

_____/120 minimum total credit hours

_____/42 minimum senior college hours

AMALI requirement

See the AMALI Requirement section of the catalog or the Course Finder website for a list of courses.

B.S. Science, Math, & Technology (1 course required)

See the B.S.—SMT Requirement section of the catalog or the Course Finder website for a list of courses.

- _____ 3 FIL 240 Business Finance

Marketing Courses:

<https://coursefinder.illinoisstate.edu/directory/mkt/>

All Courses:

<https://coursefinder.illinoisstate.edu/directory/>

Major (min. 70 credit hours)†

- _____ 3 ACC 131 Financial Accounting (P: 12+ earned hours)
- _____ 3 ACC 132 Managerial Accounting (P: ACC 131)
- _____ 3 ACC 270 Information Systems in Organizations (P: MS COMP or ACC 167 and 168 or equivalent; ACC 132; ECO 101 and 102; MQM 100; MAT 120; ACC 132 or conc. reg.)
- _____ 3 BUS 100 Enterprise
- _____ 0 BUS 285 Business Fundamentals Exam (P: conc. reg. in MQM 385)
- _____ 3 ECO 101 Principles of Microeconomics
- _____ 3 ECO 102 Principles of Macroeconomics
- _____ 3 ENG 145A13 Writing for Business & Government Organizations† (P: ENG 101)
- _____ 3 FIL 185 Legal, Ethical, & Social Environment of Business (P: ECO 101 and 102 (may be taken conc) or 103; 15+ earned hours)
- _____ 3 FIL 240 Business Finance (P: ACC 132; MQM 100 or ECO 138 or POL 138 or PSY 138; ECO 101 and 102)
- _____ 3 MQM 100 Statistical Reasoning† (P: MAT 120, 121, 144, or 145)
- _____ 3 MQM 220 Business Organization & Management (P: ECO 101 or 103)
- _____ 3 MQM 227 Operations Management (P: 167 & 168 or equivalent; ACC 132; ECO 101 and 102; MAT 120; MQM 100 or ECO 138 or POL 138 or PSY 138)
- _____ 3 MQM 385 Organizational Strategy (P: ACC 166 or 270; FIL 185 & 240; MQM 220 & MQM 227 or conc. reg.; MKT 230; all with C or better; conc. reg. in BUS 285)
- _____ 3 MKT 231 Buyer Behavior (P: C or better in MKT 190 or 230)
- _____ 3 MKT 232 Marketing Research (P: C or better in MQM 100 or ECO 138 or POL 138 or PSY 138; C or better in MKT 190 or 230)
- _____ 3 MKT 234 Personal Selling & Relationship Marketing (P: C or better in MKT 190 or 230 or AGR 214)
- _____ 3 MKT 334 Sales Management (P: MKT 234)
- _____ 3 MKT 338 Strategic Marketing Management (P: MKT 231 and 232)

Take 1 of the following courses:

- _____ 3 MKT 190 Marketing Fundamentals & Career Choices (P: ECO 101, 102 and 42 hours completed. ECO 101 can be taken concurrently with MKT 190 if ECO 102 has been completed with a grade of C or better. ECO 102 can be taken concurrently with MKT 190 if ECO 101 has been completed with a grade of C or better. 42+ earned hours)
- _____ 3 MKT 230 Introduction to Marketing Management (P: ECO 101 and 102 or 103)

Take 1 of the following courses:

- _____ 4 MAT 121 Applied Calculus (P: C or better in MAT 119 & 120)
- _____ 4 MAT 145 Calculus I (P: C or better in MAT 144 or placement)

Choose 1 of the following Microsoft Competency options:

- _____ 1/1 ACC 167 Electronic Spreadsheet Usage **AND** ACC 168 Internet & Presentation Tools
- _____ 3 IT 150 Using Microcomputer Productivity Tools
- _____ 0 College administered competency exams

Take 3 (9 credit hours) additional Professional Sales electives:

(MKT 311, 324, 325, 326, 329, 398A03 (3 hours)) (Up to 3 hours of MKT 287 and 398A03 may be counted as part of the 9 hours)
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