

The marketing major provides both a theoretical understanding and a managerial/applied perspective regarding the principles of marketing and an understanding of marketing's interaction with other functional areas of the organization. The courses develop an understanding of the vocabulary of marketing, the process of exchange and the role of relevant information in decision-making.

For students entering Fall 2024 or later

Revised August 1, 2024

Name \_\_\_\_\_

Student ID \_\_\_\_\_

I. Basic Graduation Requirements	
120 - Total Credit Hours	<input type="text"/>
42 - 100-Level (all University) Credit Hours	<input type="text"/>
2.0 or Above - Cumulative GPA	<input type="text"/>
2.0 or Above - Business 100-Level Course GPA	<input type="text"/>
Graduation Planning (discuss with advising specialist)	<input type="text"/>
<b>Due 18 months prior to graduation</b>	
Graduation Application - Online In Self Service	<input type="text"/>

II. Drake Curriculum - Areas of Inquiry (AOIs)			
	Course	Credit	Grade
First-Year Seminar		3	
Written Communication		3	
Information Literacy	MKTG 113	3	√
Historical Foundations		3	
Global and Cultural Understanding	BUS 070	3	√
Values and Ethics	BLAW 060	3	√
Artistic Literacy		3	
Scientific Literacy with lab		4	
Quantitative Literacy	STAT 071	3	√
Engaged Citizen		3	

III. All University Required Course			
	Course	Credit	Grade
Equity and Inclusion**	MGMT 110	3	√

\*\* Zimpleman majors fill this with MGMT 110

IV. Business Core Requirements (48 Credits)			
The Business Acumen Sequence		Credit	Grade
BUS 001 - Welcome to Business		1	
BUS 002 - Career Readiness and Professionalism		1	
BUS 003 - Personal Branding Excellence		1	
BUS 004 - Pursuing Your North Star		1	
		Credit	Grade
ACCT 041 - Introduction to Financial Accounting		3	
ACCT 042 - Introduction to Managerial Accounting		3	
ECON 002 - Principles of Microeconomics		3	
IS 044 - Microsoft Office Tools for Business Analysis		2	
MATH 028 (or higher) - Business Calculus		3	
BLAW 060 - Business Law I		3	
BUS 070 - Globalization		3	
IS 075 - Information Technology and Business		3	
STAT 071 (or ACTS 131) - Statistics I		3	
STAT 072 (or ACTS 135) - Statistics II		3	
FIN 101 - Corporate Finance		3	
MGMT 110 - Organizational Behavior		3	
MGMT 120 - Management of Operations		3	
MKTG 101 - Marketing Principles		3	
BUS 195 - Business Strategy and Policy		3	

V. Marketing Major (25 Credits)		
	Credit	Grade
PSY 001 - Intro Psychology	4	
MKTG 113 - Marketing Research	3	
MKTG 115 - Consumer Behavior	3	
MKTG 120 - Digital Marketing	3	
MKTG 195 - Marketing Management	3	
Marketing Electives - Nine Credits		
<b>Marketing Courses (must choose at least two)</b>		
MKTG 102, MKTG 104, MKTG 106, MKTG 111, MKTG 130, MKTG 170, MKTG 180, MKTG 198, MKTG 199		
<b>Select no more than one of the following:</b>		
ART 021, BUS 191 (3 credits), ECON 170, IS 114, IS 145, IS 160, JMC 058, JMC 085, JMC 117, MGMT 182, MGMT 184 or MGMT 185		
Course one: MKTG 1__	3	
Course two: MKTG 1__	3	
Course three: _____	3	

# Marketing - Fall 2024 Catalog

## Suggested Course Sequence \*

[Pre-requisites and when courses are offered may be found on this page: www.drake.edu/zimpleman/about/forms/](http://www.drake.edu/zimpleman/about/forms/)

First Year, Fall		
Course	Notes	Credits
FYS		3
ACCT 041		3
PSY 001 with lab		4
IS 044		2
AOI or MATH 017/020		3
Term Credits		15

First Year, Spring		
Course	Notes	Credits
BUS 001		1
ACCT 042		3
MATH 028		3
ECON 002		3
AOI		3
Term Credits		13

Second Year, Fall		
Course	Notes	Credits
BUS 002		1
STAT 071		3
MKTG 101		3
IS 075		3
BLAW 060 or BUS 070		3
AOI		3
Term Credits		16

Second Year, Spring		
Course	Notes	Credits
MKTG 115		3
BUS 070 or BLAW 060		3
STAT 072		3
Elective		3
AOI		3
Term Credits		15

Third Year, Fall		
Course	Notes	Credits
MGMT 110 or MGMT 120		3
FIN 101		3
MKTG 113		3
Elective		3
Elective		3
<b>Zimpleman Graduation Agreement Due</b>		
Term Credits		15

Third Year, Spring		
Course	Notes	Credits
BUS 003		1
MGMT 120 or MGMT 110		3
100 Level MKTG Elective		3
MKTG Elective		3
Elective		3
AOI or Elective		3
Term Credits		16

Fourth Year, Fall		
Course	Notes	Credits
BUS 004		1
MKTG 120		3
MKTG 195 or BUS 195		3
100 Level Elective		3
Elective		3
Elective		3
<b>University Commencement Application Due</b>		
Term Credits		16

Fourth Year, Spring		
Course	Notes	Credits
BUS 195 or MKTG 195		3
100 Level MKTG Elective		3
100 Level Elective		3
100 Level Elective		3
Elective		3
Term Credits		15

\* This plan is an example and your plan may vary. Meet with your advisor to devise a plan that is best for you.

Notes	Total Credits (minimum 120)	121
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