

COLLEGE OF BUSINESS (004) MARKETING (MKTG)

MAJOR REQUIREMENTS - 24 HOURS

COURSE	TITLE	PREREQUISITE(S)
MKTG 305	Consumer Behavior	
MKTG 329	Marketing Channels	C or better in MKTG 304
MKTG 363	Strategic Promotion Management	C or better in MKTG 304
*MKTG 390	Marketing Research and Analysis	C or better in ACCT/FIN/MGMT 208 and MKTG 304; MATH 139
*MKTG 493	Marketing Strategy	C or better in MKTG 305, 329, 363, 390

*MKTG 390 and 493 are not offered in summer terms.

Select THREE courses from the following:

Projected offerings:

COURSE	TITLE	PREREQUISITE(S)	Summer	Fall	Spring
MKTG 336	International Business	C or better in MKTG 304	ONLINE ONLY		
MKTG 350	Small Business Marketing	C or better in MKTG 304			X
MKTG 364	Internet Mktg and Social Media	C or better in MKTG 304		X	
MKTG 380	Professional Sales	C or better in MKTG 304		X	
MKTG 401	Retail Management	C or better in MKTG 304		X	
MKTG 405	Brand Management	C or better in MKTG 304		X	X
MKTG 435	International Mktg	C or better in MKTG 304	X	X	
MKTG 438	Sales Management	C or better in MKTG 304, MKTG 380 and MGMT 304			X
MKTG 439	Bus to Business Mktg	C or better in MKTG 304 and 329	VARIES		
MKTG 452	Physical Distrib Mgmt	C or better in MKTG 304	VARIES		
MKTG 463	Advertising Management	C or better in MKTG 304 and 363			X
MKTG 489	Services Marketing	C or better in MKTG 304		X	
MKTG 495	Internship	MKTG 304, 305; Plus 1 additional MKTG course; Dept apprvl; Pass/Fail; BUS and MKTG GPA = 3.0	X	X	X
MKTG 496	Field Sem in Intl Bus	MKTG 304	X		
MKTG 499A	Marketing Insights	MKTG 304, 305, 363; Plus 2 MKTG electives; Dept apprvl; MKTG major; 3.0 BUS GPA and 3.4 MKTG GPA	Independent Study		

Notes: All 300- and 400-level College of Business courses are restricted to College of Business juniors and seniors. Select summer courses may only be offered online.

MARKETING

(Bachelor of Science)

business.siu.edu/academics/dept/marketing

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Marketing is the process of conceiving, planning and executing the pricing, promotion and distribution of goods, services and ideas to create exchanges that satisfy individual and organization objectives.

Marketing Suggested Curricular Guide

NOTE: A sample curriculum follows. For specific degree requirements, consult the SIU Carbondale Undergraduate Catalog at registrar.siu.edu/catalog/undergraduatecatalog.php.

First Year		Fall	Spring
Select	UCC Human Health ₁ , Fine Arts ₁	2	3
Select	UCC Science ₁	3	3
ENGL 101, 102	Composition I and II	3	3
MATH 140	Short Course in Calculus ₂	4	3
MATH 139	Finite Mathematics ₂		
UNIV 101U	Saluki Success	1	-
BUS 101, PSYC 102 /SOC 108	Open for Business, Introduction to Psychology ₃ or Introduction to Sociology ₃	2	3
Total Hours		15	15
Second Year		Fall	Spring
MGMT 202, BUS 202	Business Communications, Business Career Transitions	3	2
CMST101, Select	Introduction to Oral Communication, UCC Multicultural ₁	3	3
ACCT 220, 230	Financial Accounting, Managerial Accounting	3	3
ACCT/FIN/MGMT 208, FIN 270	Business Data Analysis, The Legal and Social Environment of Business ₅	3	3
ECON 241, 240	Introduction to Macro ₄ and Microeconomics	3	3
Select	Elective ₄	-	1
Total Hours		15	15

Third Year		Fall	Spring
Select	UCC Humanities ₁	3	-
Select	300-400 CoB elective, Marketing ₆	3	3
FIN 330, Select	Introduction to Finance, UCC Humanities ₁	3	3
MGMT 304, 345	Introduction to Management, Computer Information Systems	3	3
MKTG 304, 305	Marketing Management, Consumer Behavior	3	3
MKTG 390	Marketing Research and Analysis (not offered in summer)	-	3
Total Hours		15	15

Fourth Year		Fall	Spring
MGMT 318, 481	Production Operations Management, Administrative Policy	3	3
MKTG 329	Marketing Channels	3	-
MKTG 363	Promotional Concepts	3	-
MKTG 493	Marketing Policies <i>(not offered in summer)</i>	-	3
Select	Electives ⁴	3	6
Select	Marketing ⁶	3	3
Total Hours		15	15

1. See University Core Curriculum.
2. Fulfills a University Core Curriculum mathematics requirement.
3. Fulfills a University Core Curriculum social science requirement.
4. 120 semester hours are required for graduation. Any additional hours of college-level credit can be used to equal minimum 120 semester hours required for graduation.
5. The combination of FIN 280 (Bus Law I) and FIN 380 (Bus Law II) may be substituted for FIN 270 and is highly recommended for accounting majors.
6. Major option or major specialization.

Marketing as a Major

It is strongly recommended that the courses listed above for the first two years be completed prior to the junior year. Many of these courses are prerequisites to later requirements. A 2.0 GPA in SIU Carbondale marketing courses is required for graduation. A C or better is required for all classes in the major area. Declared marketing majors will take upper-level business courses that include the remaining core requirements and 24 semester hours in the marketing area.

Graduate degrees available: Master of Business Administration (M.B.A.), Master of Accountancy (M.Acc.) and Doctor of Philosophy in Business Administration (Ph.D.).

LEGEND OF ABBREVIATIONS AND TERMS

Abbreviations and terms

- **300- and 400-level College of Business elective** - any 300- to 400-level course titled ACCT, FIN, MGMT or MKTG
- **Business-prefix courses** - courses designated with these headings: ACCT, BUS, ECON, FIN, MGMT, MKTG
- **GPA** - grade point average
- **GR** - grade
- **HRS** - semester hours
- **Sophomore status** - 26-55 hours passed
- **Junior status** - 56-85 hours passed
- **Senior status** - 86 or more hours passed

The use of (3) in HRS column is intended to avoid double-counting; that is, these hours are included in the University Core Curriculum.

The college enforces prerequisites, including class status. Where courses are shown as prerequisites, a passing grade (or higher if required) must be earned in these or equivalent courses prior to the term for which you are registering for the course. Where sophomore, junior or senior status is shown as a prerequisite, total hours passed must equal that status in the term for which you are registered for the course.

PROFESSIONAL BUSINESS CORE AND GPA REQUIREMENTS FOR SPECIFIC MAJORS

Accounting: Students majoring in accounting must earn a minimum grade of C in ACCT 220, ACCT 230 and MGMT 345 (a C- is not sufficient).

Finance: Students majoring in finance must earn a minimum grade of C in ACCT 220, ACCT 230 and FIN 330 (a C- is not sufficient).

Management: Students majoring in management must earn a minimum grade of C in ACCT/FIN/MGMT 208, MGMT 304, MGMT 318 and MGMT 345 (a C- is not sufficient).

Marketing: Students majoring in marketing must earn a minimum grade of C in MKTG 304 and ACCT/FIN/MGMT 208 (a C- is not sufficient).