

# INDIANA UNIVERSITY SOUTH BEND REQUIREMENTS FOR B.S. DEGREE IN BUSINESS

## MARKETING

The study of marketing concerns itself with all those activities related to the movement of goods and services from producers to the consumers. It deals for example, with customer behavior, the development of product offerings to meet consumer needs, pricing policies, the institutions and channels of distribution, advertising, selling, sales promotion, research, and the management of marketing to provide a profitable and expanding operation. The marketing curriculum endeavors to provide the business community with broadly trained people who can approach problems with a clear understanding both of marketing and of the interrelationships of marketing with other function of the firm.

### I. Fundamental Literacies (25 Credits)

#### A. Writing (6 Credits)

\*ENG-W 131 – Elementary Composition

\*ENG-W 232 – Introduction to Business Writing

(Please note additional English preparation courses may be required depending on the placement score. Students are required to take an English Placement Exam to determine if additional courses are needed.)

#### B. Critical Thinking (3 Credits)

PHIL-P 105 – Thinking and Reasoning

OR

PHIL-P 150 – Elementary Logic

#### C. Oral Communication (3 Credits)

SPCH-S 121 – Public Speaking

#### D. Visual Literacy (3 Credits)

(Courses TBA)

#### E. Quantitative Reasoning (6 Credits)

\*MATH-M 118 – Finite Mathematics

\*MATH-M 119 – Brief Survey of Calculus 1 (OR \*MATH-M 215 – Analytic Geometry and Calculus 1)

(Please note additional Math preparation courses may be required before taking MATH-M 118 or MATH-M 119. Students are required to take Math Placement Exam to determine if additional courses are needed.)

#### F. Information Literacy (1 Credit)

COAS-Q 110 Introduction to Information Literacy

#### G. Computer Literacy (3 Credits)

\*BUS-K 201 – The Computer in Business

(Recommend CSCI-A 106/7 or INFO-I 101 prior to BUS-K 201 for students with limited computer skills.)

### II. Common Core Courses (15 Credits)

#### A. The Natural World (3 Credits)

One course from: AST-N 190, BIOL-N 190, CHEM-N 190, GEOL-N 190, PHYS-N 190

#### B. Human Behavior & Social Institutions (6 Credits)

PSY-B 190 Psychology Topic AND PSY-B 399 Psychology Topic

OR

SOC-B 190 Sociology Topic AND SOC-B 399 Sociology Topic

#### C. Literary & Intellectual Traditions (3 Credits)

One Course from: CMLT-T 190, ENG-T 190, HIST-T 190, PHIL-T 190, THTR-T 190

#### D. Art, Aesthetics & Creativity (3 Credits)

One course from: ENG-A 190, FINA-A 190, MUS-A 190, THTR-A 190

### III. Contemporary Social Values (8 Credits)

#### A. Non Western Cultures (3 Credits)

(See Schedule of Classes for designated courses)

#### B. Diversity in U.S. Society (3 Credits)

(See Schedule of Classes for designated courses)

#### C. Health & Wellness (2 Credits)

(See Schedule of Classes for designated courses)

### IV. General Education Electives (8 Credits)

(Foreign Language highly recommended)

# REQUIREMENTS FOR B.S. DEGREE IN BUSINESS MARKETING

## Continued

### V. Basic Business and Economics Requirements (40 Credits)

#### A. Pre-Business Core

- \*BUS-A 201 – Introduction to Financial Accounting (or \*BUS-A 205 – Honors version)
- \*BUS-A 202 – Introduction to Managerial Accounting (or \*BUS-A 207 – Honors version)
- \*ECON-E 103 – Introduction to Microeconomics (or \*ECON-S103 – Honors version)
- \*ECON-E 104 – Introduction to Macroeconomics (or \*ECON-S104 – Honors version)
- \*BUS-L 201 – Legal Environment of Business
- \*ECON-E 270 – Introduction to Statistical Theory in Economics and Business

#### B. Business Core

- \*BUS-D 300 – International Business Administration
- \*BUS-F 301 – Financial Management
- \*BUS-K 321 – Management Information Systems
- \*BUS-M 301 – Introduction to Marketing Management
- \*BUS-P 301 – Operations Management
- \*BUS-Z 302 – Managing and Behavior in Organizations
- \*BUS-J 401 – Administrative Policy
- \*BUS-X 310 – Business Career Planning and Placement (1 credit hour)

### VI. Concentration Requirements (18 Credit hours)

- \*BUS-M 303 – Marketing Research
- \*BUS-M 401 – International Marketing
- \*BUS-M 405 – Buyer Behavior
- \*BUS-M 450 – Marketing Strategy

#### Select two:

- \*BUS-M 415 – Advertising & Promotion Management
- \*BUS-M 419 – Retail Management
- \*BUS-M 426 – Sales Management

### VII. Electives – Enough to bring the total credit hours to 123

\*Requires a grade of “C” or higher (a C- does not fulfill this requirement)

For more information, please contact the  
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or visit us at [www.iusb.edu/~buse](http://www.iusb.edu/~buse)