








University of Idaho Study Abroad Transformative Learning Map
College of Business and Economics
B.S. in Marketing





Key	
	= Could study abroad
	= Could do national student exchange
	= Course has international focus
	= Could do internships, cooperative education, research projects
	= Occasionally offered as service-learning course
	= Could do practicums and clinical experiences
---	= Pending information from department
	= Year-long sequence that should not be broken up
()	= May be approved on a case by case basis
■	= Cannot be done abroad or on national student exchange




Find UI Approved International Universities for Your Major
<http://www.webs.uidaho.edu/ipo/abroad/search/subjects.htm>


Find USAC Study Abroad Programs for Your Major
<http://usac.unr.edu/programs/search.aspx>

This Transformative Learning Map (TLM) is intended to be used as an advising tool only, not a contract between the student and the university, and is subject to verification by the student's academic advisor and/or department chair. The TLM is designed to help students plan for transformative learning experiences such as study abroad, national student exchange, service-learning and internships. While a good faith effort has been made to provide accurate and up-to-date information for the TLM, course and degree requirements may change and so it is imperative you meet with your academic advisor to determine what changes, if any, have taken place and plan your experiences accordingly. The TLM is designed under the 2007-08 General Catalog. Please refer to the Catalog for specific requirements and seek the advice of your advisor for questions.

	Curriculum Requirements University/CBE General Core.		
	Courses not italicized are required of all degree programs at UI.		
	<i>Courses in italics are additional College of Business and Economics core requirements.</i>		

Key	Course Information	Credit	Notes
Communication:			
	<i>Comm 101- Fundamentals of Public Speaking</i>	2	
	Engl 101- Intro to College Writing	3	
	Engl 102- College Writing and Rhetoric	3	
All: 	<i>Engl 207- Persuasive Writing or 208- Personal & Exploratory Writing or 209- Inquiry-Based Writing or 313- Business Writing or 317- Technical & Engineering Reporting Writing</i>	<u>3</u>	
	Total	11	

Mathematics [Statistical and Computer Sciences]:			
	<i>Math 143- Pre-calculus Algebra and Analytic Geometry or 130- Finite Mathematics or higher</i>	3	
	One course in calculus (prereq Math 143 or sufficiently high SAT/ACT score)(Calculus is a prereq to Bus 340-345 [IBC])	4	
	Stat 251 - Statistical Methods (prereq Math 143)	<u>3</u>	
	Total	10	

Social Sciences and Humanities:			
	All freshman, admitted Summer 2004 or later, are required to take two semesters of Core Discovery classes. Fall Core 103-149, Spring Core 150-199.		
■	Social Science Elective - Core Discovery class	3-4	
■	Humanities Elective - Core Discovery class	3-4	
	The following three classes are required:		
	<i>Econ 272- Foundations of Economic Analysis or 201- Principles of Economics & 202- Principles of Economics</i>	4-6	

	Phil 103- Ethics	3	
	Literature Elective	<u>3</u>	
Total		16-20	
Natural and Applied Sciences:			
All: 	Select two from Biol 102, 115, 116; Chem 100, 101, 111, 112; Ent/Biol 211; EnvS 101-102; Geog 100; Geol 101, 102; MMBB 154-155; Phys 100, 103-104, 111, 112, 211, 212, or CORS (Integrated Science).	4	
	(Science area requirement satisfied with 7 credits only if CORS Integrated Science is taken).	<u>3-4</u>	
Total		7-8	
Other CBE Requirements:			
	Accounting 205- Fundamentals of Accounting or 201- Introduction to Financial Accounting & 202- Introduction to Managerial Accounting	4-6	
	BLaw 265- Legal Environment of Business	3	
	Bus 100- Business Profession	1	
All:	Select one Environmental Related Course from AgEc 451; CSS 383; CORS 207; Econ 385; EnvS 101; EnvS 225; EnvS 428; EnvS 479; EnvS 482; Fish 290; For 235; For 383; For 462; Geol 361; Hist 424; Phil 452; or PoIS 364. (Note : if Econ 385 Environmental Economics is used here, then it does not satisfy the Upper Division Economics requirement.)	<u>3</u>	
Total		11-3	
Special Rules For CBE Students			
Before proceeding to upper-division work, students in the College of Business and Economics must complete and pass at least 58 semester credit hours and earn at least a 2.35 GPA in the predictor courses shown below.			
Note: Non-CBE majors must have completed 58 total credits, but are exempt from the 2.35 rule.			
Predictor Courses			
	Accounting 205 or 201 & 202	4-6	
	BLaw 265	3	
	Economics 272 or 201 & 202	4-6	
	Statistics 251	3	
TOTALS		14-18	
[>2.35]			
IBC fulfills the International requirement for core clusters.			
COLLEGE OF BUSINESS AND ECONOMICS CORE CURRICULUM (Prerequisites are in italics.)			
<i>Before enrolling in upper division College of Business and Economics courses, a CBE student must apply and be accepted into the college's junior or senior level curriculum.</i>			
CBE COMMON PROGRAM REQUIREMENTS:			
1st Semester Integrated Business Curriculum (IBC). These 13 credits must be taken concurrently and successfully passed before 2nd semester IBC courses.			
	Bus 340 – Team Building and Group Dynamics	2	
	Bus 341 – Business Systems	4	
	Bus 342 – Product and Process Planning	3	
	Acct 310 – Accounting for Business Decisions I	2	
	Econ 340 – Managerial Economics	2	
2nd Semester Integrated Business Curriculum (IBC). These 10 credits must be taken concurrently.			
<i>(Prereq or coreq: Engl 207, 208, 209, 313 or 317; and Prereq Bus 340, 341 or 342; and Acct 310; and Econ 340)</i>			
	Bus 343 – Planning & Decision Making in Organizations	2	
	Bus 344 – Managing the Firm's Resources	3	
	Bus 345 – Business Operating Decisions	3	
	Acct 311 – Accounting for Business Decisions II	2	

■	Business Capstone Requirement (3 credits)	
■	Bus 490 – Strategic Management (<i>Engl 207, 208, 209, 313 or 317; and Bus 301, 311, 321 or 340-345;</i>)	<u>3</u>
	TOTAL CBE COMMON PROGRAM REQUIREMENTS	26

MARKETING CORE CURRICULUM

	*Check with your advisor to see if any of the classes are offered only one semester. Bi-semester courses may be subject to change.	
→	Any upper division Economics course	3
→	Bus 324 - Buyer Behavior (<i>Bus 321 or prereq or coreq Bus 343</i>)	3
→	Bus 421 - Marketing Research and Analysis (<i>Stat 251 or 271, and Bus 321; or prereq or coreq Bus 343</i>)	3
■	Bus 428 - Marketing Management (<i>Bus 324, 421, and one Tier 1 marketing elective</i>)	3
→	One of the following Communications Courses:	3
→	Comm 233 - Interpersonal Comm, Comm 235 - Organizational Comm.	3
→	Comm 331 - Conflict Management, Comm 332 - Comm and the Small Group	3
→	Tier 1 Marketing Electives: select three:	3
→	Bus 420 – Promotional Strategy (<i>Bus 321; or prereq or coreq: Bus 343</i>)	3
→	Bus 422 - Sales Force Management (<i>Bus 321; or prereq or coreq 343</i>)	3
→	Bus 423 – Internet Marketing (<i>Bus 321; or prereq or coreq 343</i>)	3
→	Bus 424 – Pricing Strategy and Tactics (<i>Bus 321 or 345, and Econ 202 or 272</i>)	3
→	Bus 425 - Retail Distribution Management (<i>Bus 321; or prereq or coreq 343</i>)	3
→	Bus 426 - Marketing Channels Management (<i>Bus 321 or 345</i>)	3
→	Bus 427 - Services/Marketing (<i>Bus 321; or prereq or coreq 343</i>)	3
→	Bus 482 - International Marketing (<i>Bus 321; or prereq or coreq Bus 343</i>)	3
→	Tier 2 Business Elective: One upper division (300-400 level) CBE, statistics, or mathematics courses, (excluding Bus 301, 311, 321, 350, 370.) (3 credits)	3
→	Quantitative Elective: select a total of three credits from the following courses (3 cr):	3
→	Math 330-Linear Algebra (3 cr), Math 451-Probability Theory (3 cr), Stat 401-Statistical Analysis (3 cr), Stat 422-Sample Survey Methods (3 cr), Stat 423-Beginning SAS Programming (1 cr), Stat 424-Intermediate SAS Programming (1 cr), Stat 425-Topics in SAS Programming (1 cr), *Stat 433-Econometrics (3 cr), Stat 451-Probability Theory (3 cr) or Stat 514-Nonparametric Statistics (3 cr). *Note: If Stat 433/Econ 453 Econometrics is used here, then it can not also count for the Upper Division Economics requirement.	
	TOTAL MARKETING CURRICULUM	30
→	FREE ELECTIVES	10-17

SUMMARY OF CURRICULUM REQUIREMENTS:

	University/CBE General Requirements	55-63
	CBE Common Program Requirements	26
	Marketing Major and PGM Program Requirements	30
	TOTAL MINIMUM CREDIT HOURS FOR GRADUATION	128

[Plan Your Year](#)

The University of Idaho reserves the right to change, amend or discontinue any articulation agreement or curriculum plan at any time.
