MARKETING

Description
The field of marketing includes many different career opportunities such as advertising, distribution, marketing research, customer relationship management, merchandising, marketing communication, retailing, product management, professional selling, and sales management. The management of activities related to the flow of both goods and services from producer to consumer has become increasingly important in this age of consumer-oriented production. This importance has increased the demand for well-qualified persons, both as specialists in technical aspects of marketing and as general marketing managers. New developments are appearing in quantitative analysis of marketing problems, use of social media, in studies of consumer behavior, in international marketing, and in the social responsibilities of marketing. These developments hold exciting promise for the future.

Academic preparation for some careers is best achieved by combining marketing courses with courses in other departments of the University. For this reason it is important for the student to consult with a faculty member in the Department of Marketing before deciding on a particular course of study. Courses within the department include those from the following disciplines: Marketing, Marketing Communication, Distribution Channels, Retailing, Sales Management, Marketing Research, Professional Selling, Marketing Information Systems, Digital Marketing, Consumer Behavior, and International Marketing. Outside the College, courses in psychology, sociology, journalism, mathematics, communication studies, art, and geography may be helpful.

Other
The Department of Marketing requires and enforces that specific prerequisite requirements be completed by the first class meeting. Concurrent registration in a class that is a prerequisite for another class is not allowed. Transfer credit assumes that the prerequisites have been transferred to the University of Nebraska–Lincoln and appear on the transcripts.

The Department of Marketing reserves the right to administratively drop students who do not attend the first class meeting and/or who do not have the appropriate prerequisites for any marketing class.

COLLEGE REQUIREMENTS

College Admission
The entrance requirements for the College of Business are the same as the University of Nebraska–Lincoln General Admission Requirements.

Admission Deficiencies/Removal of Deficiencies
Students admitted to the College of Business with core course deficiencies are advised to remove these deficiencies as soon as possible.

College-level course work taken to remove deficiencies MAY NOT be used to meet degree requirements in the College.

College Degree Requirements
Professional Enhancement Program (PrEP) (4 hours)
Designed to develop confident, professional and polished business students for lifelong career success, the PrEP program consists of four required one hour courses. These courses are labeled BSAD 111


College General Education Requirements
The curriculum requirements for the College consist of course work in three areas. All course work (except electives and where otherwise noted) must be taken for a grade.

The three areas include the following:

Non-Business Requirements (NBR)
• Which consist primarily of College and University ACE (Achievement-Centered Education) course work.

Business Core
• Foundation (BCF), which also includes ACE 6 & 8
• Intermediate (BCI)
• Advanced-Major (BCA-M)
• Advanced-Capstone (BCA-C), (ACE 10)

Electives

Non-Business Requirements (NBR)
(Most of the ACE requirements)

Eight Courses (normally 24-26 hours)
All students in the College of Business will take the following non-business courses (unless otherwise noted).

• While NBR 1, 2, 7 and 8 identify specific ACE options to choose from or identify an ACE course specifically required for the College, NBR 3, 4, 5, and 6 allow students to select courses according to their personal interests (and meet ACE 4, 5, 7, and 9).
• Most students will take course work to fulfill these requirements during the freshman/sophomore year. However, if hours are still needed during the junior/senior year, there may also be options to ‘double count’ course work for NBR 3 (ACE 4) and/or NBR 6 (ACE 9) toward the major (BCA-M) or a minor. This is likely to be of most benefit to ‘transfer-in students’ due to the nature of the program and when ACE requirements are traditionally taken.

All course work for NBR must be taken for a grade.

NBR 1: Written Communication (ACE 1)
Choose ONE of the following:

ENGL 150 Writing and Inquiry
ENGL 151 Writing and Argument

Students should refer to the course descriptions to select the one course best suited to individual interests. While several communication courses may be selected to fulfill the university ACE 1 outcome, one of the above is a specific requirement for the College of Business and will fulfill both requirements with one course. ENGL 150 and ENGL 151 are restricted to first and second year students. Upper class students will need to take ENGL 254 Writing and Communities as a substitute.
NBR 2: Mathematical, Computational, Statistical or Formal Reasoning Skills (ACE 3)
Choose ONE of the following:

MATH 104 Applied Calculus
MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of course work for NBR 2 (ACE 3):

• Credit cannot be given for both MATH 104 and MATH 106. Students must determine the appropriate course early in their program.
• A first semester student’s score on the Math Placement Exam will determine eligibility for MATH 104 or MATH 106. The student should select between these classes based on the following sets of circumstances.
• Actuarial Science majors MUST take MATH 106 (or a higher-level calculus).
• Actuarial science majors will also take MATH 107 Calculus II and MATH 208 Calculus III and either CSCE 101 Fundamentals of Computer Science and CSCE 101L Fundamentals of Computing Laboratory or CSCE 155A Computer Science I.
• Raikes students MUST take MATH 106 (or a higher-level calculus).
• MATH 106 (or higher calculus) is strongly encouraged for those students considering graduate school, accounting majors and finance majors.
• While several courses can be selected to fulfill the university ACE 3 outcome, one of the above is a specific requirement for the College of Business and will fulfill both requirements with one course.
• Freshman students who place below MATH 104 on the Math Placement Exam may want to consider summer school in order to maintain their sequence of courses.

Math Placement Exam (MPE)
Students admitted to the College of Business are required to take a Math Placement Examination prior to enrolling in the college math requirement of MATH 104 or MATH 106 (or higher math).

• The results of this examination determine which math course students will enroll in their first semester on campus.
• The Math Placement Exam may be retaken if a student feels that they can test into a higher level course.
• Students lacking sufficient high school preparation in math may need to enroll in equivalent high school preparatory courses, as will be determined by the MPE.
• Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
• Additional information about the exam can be found at www.math.unl.edu (http://www.math.unl.edu).

Whether required to enroll in preparation course work first, as indicated on the MPE (MATH 100A Intermediate Algebra, MATH 101 College Algebra and/or MATH 103 College Algebra and Trigonometry), or in one of the required courses, it is critical to begin MATH the first semester on campus.

NBR 3: The Study of Scientific Methods and Knowledge of the Natural and Physical World (ACE 4)
Choose one course from ACE 4 Certified Courses. (Course credit will vary between 3-4 credit hours.)

• ABUS majors – NBR 3 (ACE 4) – AGRI 115 Biotechnology; Food, Health and Environment, AGRO 131 Plant Science, ENTO 115 Insect Biology, MSYM 109 Physical Principles in Agriculture and Life Sciences, NRES 108 Earth’s Natural Resource Systems Laboratory, PLPT 110 Molds and Man may be taken to fulfill the science requirement (NBR 3–ACE 4) as well as a requirement for the major (BCA-M).

NBR 4: Study of Humanities (ACE 5)
Choose one course from ACE 5 Certified Courses.

• IBUS majors – NBR 4 (ACE 5) – FREN 301 Representative Authors I, FREN 302 Representative Authors II, RUSS 301 Representative Authors I, RUSS 302 Representative Authors II, RUSS 482 Russian Literature in Translation I, RUSS 483 Russian Literature in Translation II, SPAN 305 The Analysis of Communication in Spanish, SPAN 314 Introduction to Hispanic Literature: Spain, SPAN 315 Representative Authors of Spain, SPAN 331 Latin American Civilization can be taken to fulfill NBR 4–ACE 5 as well as a requirement for a language minor.

NBR 5: Study of the Arts to Understand Their Context (ACE 7)
Choose one course from ACE 7 Certified Courses.

NBR 6: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue (ACE 9)
Choose one course from ACE 9 Certified Courses.

Students enrolling for their first semester with junior standing (or more), will see that the list of approved courses includes a few business courses. While this section is labeled “non-business requirements,” students may elect to enroll in one of the business courses to fulfill the ACE 9 requirement as long as prerequisites are completed (which are generally reserved for juniors or seniors). Work closely with your advisor and bring this to their attention to question how this course may potentially satisfy other degree program requirements, including the major.

The options include:

• ACTS majors – must complete an International Business Course as part of the degree requirements. Actuarial science majors may choose to take ECON 321 Introduction to International Economics to fulfill the IBCR as well as the global awareness requirement (NBR 6–ACE 9).
• ABUS majors – AECN 346 World Food Economics, AECN 367 Agricultural Development in Developing Countries, AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, AGRI 282 Introduction to Global Agricultural and Natural Resources Issues, ENSC 110 Energy in Perspective, HORT 200 Landscape and Environmental Appreciation, may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major.
• BSAD majors – ECON 321, MNGT 414 Leadership in a Global Context may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 and MNGT 414 are also IBCR course options).
• ECON majors – ECON 321 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) as well as a requirement for the major. (ECON 321 is also an IBCR option).
• IBUS majors – ECON 321 or MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may fill a requirement for the major. (Both are also IBCR options).
• MNGT majors – MNGT 365 Managing Diversity in Organizations, MNGT 414 may be taken to fulfill the global awareness requirement (NBR 6–ACE 9) and may be able to fulfill a requirement for the major/minor depending on the option selected. (MNGT 414 is also an IBCR option).
• An alternative to the above options is allowance of the course to count for NBR 6–ACE 9 and the associated minor—only one or the other (major OR minor).

In any of the above instances where a double counting is an option, only 3 hours of credit are awarded; student will still need to meet the 120 hours for graduation. Any course that is used for both an ACE requirement and a first major requirement is not allowed to be used towards the completion of the 300/400 Upper Level Requirement.

NBR 7: Business Communication (ACE 1)
BSAD 220 Business Writing

• This is a business writing course with sophomore standing and either ENGL 150 or ENGL 151 as a prerequisite. While it is also an ACE 1 course, as is ENGL, BOTH are specific requirements for the College of Business.
• Raikes students will complete a special version of 220.

NBR 8: Oral Communication Skills (ACE 2)
MRKT 257 Sales Communication

Or
COMM 286 Business and Professional Communication

• Due to the importance of this requirement to the business curriculum, the college recommends taking this course on campus.
• While several other courses may be selected to fulfill the university ACE 2 requirement, COMM 286 or MRKT 257 is a specific requirement for the College of Business.
• Raikes students will complete RAIK 187H Honors: Introductory Communication Seminar I and RAIK 188H Honors: Introductory Communication Seminar II instead of COMM 286 or MRKT 257.

NOTE: In the selection of course work for any of the above NBR's, prerequisites, when stated anywhere in this Catalog, means course work MUST BE COMPLETED in the class. Concurrent enrollment in any identified prerequisite(s) is NOT permitted unless so indicated in the course description.

Business Core – Four Sections (approximately 62-74 hours)
• Business Core Foundation (BCF) – 17 hours
• Business Core Intermediate (BCI) – 19 hours
• Business Core Advanced–Major (BCA-M) (hours vary from 21-33 hrs)
• Business Core Advanced–Capstone (BCA-C) (3 hours + 0 hour assessment)

The foundation and intermediate courses are designed to expose students to the various business disciplines. The advanced courses are those courses identified for each of the ten majors, and the capstone course is taken the final semester of the program. All course work for the Business Core (except where noted differently), must be taken for a grade.

Business Core Foundation (BCF) – Eight Courses (17 hours)
All students in the College of Business will take the following courses (unless otherwise noted).

All course work (except BSAD 50, BSAD 111, BSAD 222, BSAD 333, and BSAD 444) must be taken for a grade. Raikes students are exempted from these courses.

Raikes students will complete a different series of course work for the Business Core Foundation which may include:

• Foundation: RAIK 181H Honors: Foundations of Business I; RAIK 182H Honors: Foundations of Business II & RAIK 270H Statistics and Applications

BCF 1–BSAD 111 PrEP I, Investing in Strengths

• BSAD 111
  • 1-credit-hour course (offered Pass/No Pass only)
  • Required of all new freshmen
  • Take this course as a freshman (preferably first semester)

• BSAD 111S
  • 0-credit-hour course, available exclusively to transfer students. Required of all on- and off-campus transfer students
  • Take this course as soon as possible upon transfer into the college (preferably first semester)

BCF 2–BSAD 50 Business Computer Applications

• 0-credit-hour course (Pass/No Pass).
• This course is offered twice per semester and should be taken in the FIRST seven weeks of semester two. It is a prerequisite for ECON 215 which is normally taken in the fall of the second year.
• Required basic-skills computer course, use Access, Microsoft Word, PowerPoint, and Excel.

BCF 3–ACCT 201 Introductory Accounting I and ACCT 202 Introductory Accounting II

• ACCT 201 Introductory Accounting I
  • Sequential; take ACCT 201 first
  • Prerequisite: Sophomore standing, 2.5 cumulative GPA; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better, and a 2.5 cumulative GPA earned in 14 hours of university credit

• ACCT 202 Introductory Accounting II
  • Sequential; take ACCT 202 following completion of ACCT 201
  • Prerequisite: Sophomore standing; or freshman standing with completion of MATH 104 or MATH 106 with a grade of C or better; grade of C or better in ACCT 201; 2.5 cumulative GPA
  • Grade of C or better in prerequisites is normally required for accounting courses

BCF 4–ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics (ACE 8/6)

• Not sequential
• Prerequisite: Completion of 12 hours of course work
• Raikes students will take RAIK 182H to satisfy the ECON 211 and ECON 212 requirement and the ACE 6 requirement.
Business Core Intermediate (BCI) – Eight Courses (20 hours)

- Prerequisites: Sophomore standing; MATH 104 or MATH 106; BSAD 50; 2.5 GPA
- Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Research II)
- Actuarial science majors MUST take STAT 380 Statistics and Applications instead of ECON 215; will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference

BCF 6 – BSAD 222 PrEP II, Career Development and Planning

- 1-credit-hour course (offered Pass/No Pass only)
- Prerequisites: Majors in College of Business; Sophomore standing; 2.5 GPA.
- Take this course as a sophomore.

Business Core Intermediate (BCI) – Eight Courses (20 hours)

- Prerequisites for the BCI courses include MATH (NBR2), ACCT 201, ACCT 202, ECON 211, ECON 212, ECON 215, BSAD 220, and a 2.5 GPA
- Required of all business students regardless of major (except where noted under individual courses)
- Raikes students may take RAJK 281H Honors: Business Systems and Operations I and RAJK 381H Honors: Advanced Topics in Business I in place of FINA 361 Finance, SCMA 331 Operations and Supply Chain Management, and SCMA 350 Business Analytics/Information Analysis. They will also take RAJK 341H Honors: Marketing in place of MRKT 341 Marketing. The BLAW requirement will be completed by taking RAJK 372H Honors: Business Law. Raikes requirements are subject to change.
- In addition to differences noted above, Raikes students will also complete:
  - Computer science electives: 6 hrs from the following: CSCE 378 Human-Computer Interaction, CSCE 475 Multiagent Systems, CSCE 476 Introduction to Artificial Intelligence, RAJK 384H Honors: Applied Numerical Analysis (which may be taken Pass/No Pass)
  - Enrollment in BCI normally occurs during the sophomore and junior year
- All course work must be taken for a grade
- Sequence with the following recommendations/restrictions:
  - Plan complete sequence of intentions to take BCI (and necessary prerequisites) to remain on schedule for graduation
  - Enroll in courses most applicable to your major as soon as possible, particularly MRKT or FINA and SCMA, to stay on sequence for major.
  - There are exceptions to these requirements for specific majors (ACCT, MRKT, ACTS). Please note those exceptions.
  - If transferring, a maximum of 3 hours may apply with further restrictions on applicability to not exceed the 15-hour limitation.
  - See the links for each course to know the specific prerequisites and course descriptions.

BCI 1 – BLAW 371 Legal Environment or BLAW 372 Business Law I

- BLAW 371 Legal Environment
- OR
- BLAW 372
  - Accounting majors must take BLAW 372.
  - RAJKES students will take RAJK 372H Honors: Business Law to meet the BLAW requirement.

BCI 2 – SCMA 350 Business Analytics/Information Analysis and SCMA 350L Advanced Data Analysis Lab or in certain cases MRKT 350 Marketing Analytics

- MRKT and ABUS majors may choose to take MRKT 350, which carries an additional prerequisite of MRKT 341.
- RAJKES students will take RAJK 371H Fundamentals of Management Science in place of SCMA 350.

BCI 3 – FINA 361 Finance

- Actuarial science majors will take FINA 461 Advanced Finance instead of FINA 361.

BCI 4 – MRKT 341 Marketing

BCI 5 – SCMA 331 Operations and Supply Chain Management

- Raikes students do not need to complete this requirement.

BCI 6 – MNGT 301 Introduction to Management Professional Enhancement Program – Upper level


- 1-credit-hour course (offered Pass/No Pass only).
- Prerequisites: Majors in College of Business; 2.5 GPA; BSAD 222.
- Take this course second semester sophomore year or junior year.

PrEP – BSAD 444 PrEP IV, Professional and Life Skills

- 1-credit-hour course (offered Pass/No Pass only).
- Prerequisites: Majors in College of Business; 2.5 GPA; Senior standing or by permission.
- Take this course first or second semester of senior year.

Business Core Advanced-Major (BCA-M) – (21-33 hours)

- Course work for the major requires completion of specific, required courses of the department, along with other guidelines.
- Refer to the major page for a listing of requirements.
- Careful and advanced planning is necessary as some courses for the major may not necessarily be available every semester and classes for the major are limited in the summer sessions.
- ALL course work for the major must be taken for a grade (no Pass/No Pass).
- Students may be able to take their International Business Course Requirement (IBCR) as part of their major.
- Although a 2.5 GPA may not be required to take these courses, a 2.5 is required to apply for graduation; thus, students are expected to maintain this level throughout their collegiate career.
- Sequencing of classes is critical, particularly for agribusiness, actuarial science, and international business; plan the major courses well in advance of enrollment.
- By this point in time, the curriculum was designed for ACE (except ACE 10) to have been completed through other course work. If missing an ACE 4 or 9, there may be options through the major to fulfill both requirements.
Electives – Hours vary to meet 120 hour minimum to graduate

Electives round out the rest of the 120 hour curriculum where students have the option to choose courses toward a second major, a dual degree, a minor (or two), or, students can simply select courses of personal interest.

- Some hours may need to be additional business course work (to meet the requirement that 60 hours of course work be in business). This requirement will vary by major.
- There may be a need to enroll in an international business course requirement (IBCR) if not taken as part of the major or for the business elective(s) requirement.
- A minimum of 12 hours of 300/400 upper-level course work beyond the business core is required for most majors to ensure depth is achieved through enrollment in elective hours. See 300/400-level Elective Requirement below for additional information.

In addition to the Foundation, Leadership, and Computer Science Foundation courses listed earlier, Raikes students will also complete the following courses as part of the degree requirements:

- Raikes Design Studio Courses (must be taken for a grade): Raikes students will complete the Design Studio sequence as directed by the Raikes office.
- Raikes Computer Science Electives: Choose 6 hours from: CSCE 378 Human-Computer Interaction, CSCE 476 Introduction to Artificial Intelligence or RAIK 384H Honors: Applied Numerical Analysis (can be taken Pass/No Pass)

If not completed through the other area requirements, any remaining ACE requirements will need to be completed as required electives.

- In a 21-hour major, students will average 30 hours of elective credit; 2nd major options and/or minors may be appropriate to consider for elective hours.
Although the following courses may also be used to fulfill requirements in the international business major/minor/IBCR, students should be aware that they are not necessarily offered on a consistent basis.

ECON 322 Introduction to Development Economics (credit cannot be earned in both ECON 322 and AECN 367 Agricultural Development in Developing Countries)

ECON 323 The Economic Development of Latin America

ECON 388 Comparative Economic Systems

ECON 487 Economies in Transition

If planned carefully, the IBCR course can count in two places. It is not an extra 3 hours of credit, but rather, is 3 hours embedded within other requirements. If selected carefully, it can also count for 3 hours of credit in the major (i.e. MRKT 453 International Marketing counts for MRKT elective in MRKT major and would count for the IBCR; FINA 450 International Financial Management counts for FINA elective in FINA major and would fulfill the IBCR as well; etc.). On the other hand, if course work for the major is already determined by personal choices or requirements, the IBCR can count in electives, and more specifically, for one of the ‘business’ electives needed for most majors. If not planned carefully this requirement can mean that the student will need to take an additional 3 hours of credit.

300/400 Upper-level Requirement

As part of the degree requirements, all students must complete a certain number of 300/400 level courses. Most of these courses will be completed in the Business Core but some majors will require additional hours from outside of the Business Core. With a “standard” 21 hour major 12 additional hours will be required. Normally, if a major is larger than 21 hours the number of additional upper level courses is reduced. This can be business or non-business course work.

- Business course work from the Business Core Intermediate (BCI), Business Core Advanced-Major (FIRST Major) or Business Core Advanced-Capstone may NOT be used to fulfill this requirement with exceptions noted below.
- If more than 21 hours of course work for the major are taken at the 300/400-level and of those hours, course work is not being double counted toward the NBR and major, the additional 300/400-level hours can be used to fulfill the 300/400-level requirement. You will need to consult your Degree Audit to determine your requirements.
- BSAD majors will complete a 24 hour major and only need to complete 9 upper level hours.
- FINA majors, will take between 24 and 27 hours for their major; consult the major section in this document or your Degree Audit to determine how many hours will double count for this requirement. This will depend on which option you select for the major.
- Actuarial science, agribusiness majors, and RAIKES students do not need to meet this requirement due to the additional hours at the 300/400 level required for the major/program.
- Business Core Advanced-Major course work used for a SECOND major (if select), or upper level graded course work selected for a minor MAY count.
- Course work that is part of the Non-business Requirement (NBR) taken at the 300/400 level may be double counted to fulfill this requirement, if it is not being used to double count for the 1st major.
- No course may be taken on a Pass/No Pass basis unless it is business course numbered 398/399. Only 3 hours of 398/399 is allowed for this requirement.
- Students generally fulfill this requirement through their electives, but there may be a few upper-class students who can fulfill the requirement with the ACE course requirements. Twelve (12) hours is based on a 21 hour major. The number is adjusted when there are larger majors.

Business Course/Business Elective Hours

At a minimum, sixty (60) hours of business courses are required for the BSBA degree.

The required hours WILL VARY BY MAJOR, dependent on how requirements have been accepted and/or completed throughout the previous components of the program. While GENERAL MINIMUM guidelines by major are noted below, My Degree Audit will specify minimum business credit hour expectations for each student. You will generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on My Degree Audit.

- ACCT, ECON, MNGT, MRKT majors – 3 hours of business electives
- BSAD – no additional business course work as your major consists of 24 hours of business course work
- ACTS – no additional business course work as your major consists of 28 hours of business course work
- FINA – no additional business course work as your major consists of 24-27 hours of business course work.
- ABUS and RAIK – no additional business course work required due to intent of major as being ‘business-related’ course work.
- Additional hours may be required if there is a variation in hours for NBR, BCF, BCI or BCA, or if there is a violation of transfer limits, the 15 hour rule, etc.

Course work must be taken for a grade except for 398/399 options where grades are generally not permitted

Foreign Languages/Language Requirement

Other than meeting the minimum requirement for admission to the University, the College does not require any additional work in foreign languages except for IBUS majors. IBUS majors must complete 8 hours of a foreign language while in college. However, students are always encouraged to take language courses.

Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation; more may be necessary if specific degree requirements have not yet been completed.

Grade Rules

C- and D Grades

While students may earn grades of C- or D, there are restrictions and recommendations for such grades and further enrollment options:

- A grade of C or higher is expected in prerequisite course to enroll in accounting courses.
- A grade of C or higher is required in FINA 361 Finance in order to take most upper level FINA courses.
- A grade of C or higher required in other departmental higher-level sequencing courses (i.e. MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
• Minimum 2.5 cumulative GPA required to enroll in many business courses, ACCT 201, ACCT 202, B LAW 371, B LAW 372, ECON 215, FINA 361, MNGT 301, MNGT 475, MRKT 341, MRKT 350, SCMA 331, SCMA 350.
• Grades of C- or lower can be removed by retaking the course at Nebraska or within the University system (UNK, UNO).
• Grades of C or better are required to transfer courses from outside of the University of Nebraska.
• Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

Pass/No Pass
The Pass/No Pass option is designed for students who want to study areas or topics in which they may have minimum preparation. If used for this purpose, the option can enrich the student’s academic experience without lowering the student’s grade point average. Several restrictions apply when considering the Pass/No Pass option:
• BSAD 111, BSAD 222, BSAD 333, BSAD 444 and BSAD 50 are offered only as Pass/No Pass. All are required.
• Students may apply no more than 6 hours of elective credit using the Pass/No Pass option (excludes BSAD 111, BSAD 222, BSAD 333, BSAD 444).
• No student in any college enrolled at the University of Nebraska–Lincoln may take business courses in the College of Business using the Pass/No Pass option.
• College of Business students may NOT take course work to satisfy ACE requirements, the International Business Course Requirement (IBCR), nor any required business course work, including the major and minor, using the Pass/No Pass option.
• Students majoring in actuarial science through the College of Business may NOT take any math, actuarial science, or required courses using the Pass/No Pass option.
• Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in their minor are used to meet ACE or any college-specific requirements.
• Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor as additional restrictions may apply and they often vary.
• Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

Exceptions to the above rules are limited to the following and no other exceptions will be made.
• An independent study course (398, 399) may be taken in the College of Business using the Pass/No Pass option with the permission of the instructor and the department chair but College of Business students who qualify for this exception may use the independent study course (398, 399) only as elective credit.
• Advanced Placement grades of P and Credit By Exam grades of P will be accepted to fulfill degree requirements. These hours will not count against the 6-hour-maximum hours permitted.
• Students who travel abroad and return with “credit” rather than grades from the institution where they studied may use P grades to fulfill degree requirements. These hours will not count against the 6-hour-maximum number of hours permitted.

GPA Requirements
A 2.5 cumulative grade point average is required to apply for graduation, as well as a requirement for enrollment in ACCT 201 and ACCT 202, ECON 215, BLAW 371 and BLAW 372, FINA 361, SCMA 331, MNGT 301, MNGT 475, SCMA 350 or MRKT 350, and MRKT 341. Some upper level courses in some majors will also require a 2.5 Cum GPA. In some instances, a specific grade is required in certain courses to continue with upper-level course work.

Transfer Credit Rules
See Maximum/Minimum hour restrictions under Course Exclusions and Restrictions

Residency
At least 30 of the last 36 hours of credit must be registered for and completed in residence at the University of Nebraska-Lincoln.

Students electing to study abroad in their final semester are exempted for the hours earned abroad, but no additional hours may be transferred in the last 36 hours. This exemption requires filing a written appeal in the Undergraduate Programs office.

ACE Requirements
All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (http://ace.unl.edu). Students may also use the catalog’s course search facility to search for ACE groups. Example: Enter ACE one in the search to generate a list of all possible ACE 1 courses. MyRED may also be used to search for offered ACE classes.

ACE Achievement-Centered Education—Ten Courses (normally 30 hours)
This is the university’s innovative, outcomes-focused general education component designed to enhance the undergraduate experience by providing broad exposure to multiple disciplines, complementing the major and helping students develop important reasoning, inquiry, and civic capacities.

Important rules to remember when selecting course work to meet this requirement:
• There are 10 ACE Student Learning Outcomes (SLOs) and at least one course, equivalent to 3 credit hours must be taken for each of the 10 SLOs.
• Up to three ACE SLOs from ACE 4–ACE 10 may be satisfied by work in one subject area.
• ACE SLOs must be satisfied by work in at least three subject areas.
• No ACE course may satisfy more than one ACE SLO in a student’s program.
• If an ACE course addresses two ACE SLOs, the student decides which one of the two outcomes the course will satisfy in that student’s program. (My Degree Audit will make an automatic decision based on first course taken; first SLO needed.)
• As part of the College requirements of non-business and business courses, many courses will also work for ACE. Students should carefully review required course work with ACE options to make the best use of courses to fulfill both degree requirements as well as University of Nebraska–Lincoln ACE requirements.
Catalog Rule

Students (including transfer students) must follow the Undergraduate Catalog in effect when they are admitted into the College of Business. Students who leave the College and return or those applying for ‘readmission’ to the College are subject to requirements in place at the time of their re-admission to the College.

Learning Outcomes

Majors in marketing will be able to:

1. Exhibit the general outcomes of the College of Business in terms of intellectual depth and breadth, communication skills, critical thinking skills, business environment knowledge and skills, and ethics.
2. Write a professional marketing plan.
3. Identify consumer needs and growth opportunities in diverse and rapidly-changing global marketplaces.
4. Generate and justify marketing programs in such marketplaces and measure their success or failure.
5. Communicate effectively with customers and potential customers from mass advertising channels to one-to-one channels.
6. Understand what information is needed to develop marketing plans and to understand research and analysis.
7. Communicate and negotiate effectively with sales teams, market researchers, information technologists, advertising agencies, channel members, and management.

Major Requirements

Core Requirements

All students, regardless of their major or interests in the College will take MRKT 341 Marketing as part of the Business Core Intermediate requirements.

- In addition to the College Degree Requirements, students will complete 21 hours of course work for the major.
- As noted in the College Degree Requirements section, all course work for the major must be taken for a grade.
- MRKT 399 Special Project/ MRKT 499H Honors Thesis may not count toward the major or minor in marketing.

Specific Major Requirements

Business Core Advanced–Major (BCA-M)

Requirements for students interested in pursuing the bachelor of science degree with a major in marketing will complete 21 hours of marketing course work (plus MRKT 341 for the Business Core Intermediate requirement) for the Business Core Advanced–Major (BCA-M):

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 442</td>
<td>Marketing Management ¹</td>
</tr>
<tr>
<td>MRKT 345</td>
<td>Market Research</td>
</tr>
<tr>
<td>MRKT 350</td>
<td>Marketing Analytics (if not taken in Business Core Intermediate)</td>
</tr>
<tr>
<td>MRKT 355</td>
<td>Marketing Metrics</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 6

Marketing Courses

Select 15 additional hours of the following: 15

MRKT 225 / Agribusiness Entrepreneurship in Food
AECN 225 / Products Marketing
MRKT 257 / Sales Communication
MRKT 325 / Marketing of Agricultural Commodities
MRKT 345 / Market Research ²
MRKT 346 / Marketing Channels Management
SCMA 346 / Marketing Communication Strategy
MRKT 347 / Marketing Analytics ³
MRKT 350 / Marketing Analytics
MRKT 355 / Marketing Metrics ⁴
MRKT 357 / Advanced Professional Selling
MRKT 425 / Retailing Management
MRKT 426 / Services Marketing
MRKT 428 / Sports & Event Marketing
MRKT 441 / Digital Marketing and Electronic Commerce
MRKT 443 / Consumer Behavior: Marketing Aspects
MRKT 444 / Supply Chain Logistics Management
SCMA 444 / SCMA 350 Business Analytics/Information Analysis
MRKT 446 / Quantitative Analysis in Marketing
MRKT 449 / Marketing Communication Campaigns
MRKT 453 / International Marketing
MRKT 457 / Customer Relationship Management
MRKT 458 / Sales Force Management
MRKT 460 / Key Account Selling
MRKT 490 / Special Topics in Marketing

Credit Hours Subtotal: 15

Total Credit Hours 21

¹ Capstone requirement for the marketing major or international business major with marketing as an option to be taken during the final semester in the program. Refer to course description for other specific course prerequisites.
² If not selected or in lieu of MRKT 350 or MRKT 355.
³ If not selected or in lieu of MRKT 345 or MRKT 355, or used in lieu of SCMA 350 for BCI.
⁴ If not selected or in lieu of MRKT 345 or MRKT 350.

- MRKT 399 may not be used toward the major.
- As part of the Business Core Intermediate (BCI) requirements, marketing majors may substitute MRKT 350 Marketing Analytics for the SCMA 350 Business Analytics/Information Analysis requirement.
- Note that although only one of MRKT 345 Market Research or MRKT 350 or MRKT 355 Marketing Metrics is required, a student may elect to take all, one as required and the other two as part of the 15 hours of marketing electives.
- The marketing curriculum specifies that MRKT 442 Marketing Management cannot be taken until MRKT 341 Marketing, MRKT 345, MRKT 350, or MRKT 355 and 6 hours of marketing electives have been completed. This is the capstone requirement for the marketing major or international business major with marketing as an option and is to be taken during the final semester in the program.
Tracks/Options/Concentrations/Emphases Requirements

While not required, students majoring in marketing may choose to pursue an advertising emphasis or a textiles, merchandising and fashion design minor. The course work will count toward the Free Electives section in the College degree requirements.

Advertising Emphasis Requirements

Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOMC 130</td>
<td>Introduction to Design Thinking</td>
<td>1</td>
</tr>
<tr>
<td>JOMC 131</td>
<td>Visual Communication Core Modules I</td>
<td>1</td>
</tr>
<tr>
<td>ADPR 151</td>
<td>Introduction to Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 283</td>
<td>Strategy Development for Advertising and Public Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

One course from ADPR (300 or 400 level)

Select one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOMC 132</td>
<td>Visual Communication Core Modules II</td>
<td></td>
</tr>
<tr>
<td>JOMC 133</td>
<td>Visual Communication Advanced Modules</td>
<td></td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 12

Total Credit Hours 12

1. ADPR 151 has no prerequisites and must be completed before ADPR 283.
2. ADPR 283 must be completed before taking any of the 300- or 400-level courses.

NOTE: Marketing majors must have the prerequisites for courses in ADPR and JOMC.

Marketing majors may minor in Textiles, Merchandising and Fashion Design by choosing either a Merchandising Track or a Design Track.

Merchandising Track Requirements

Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMFD 213</td>
<td>Merchandising I: Textile and Apparel Industry</td>
<td>3</td>
</tr>
<tr>
<td>TMFD 313</td>
<td>Merchandising II: Merchandise Buying and Control</td>
<td>3</td>
</tr>
<tr>
<td>TMFD 413</td>
<td>Merchandising III: Textiles &amp; Apparel Merchandise Development &amp; Retail Strategies</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 6 hours of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMFD 206</td>
<td>Textiles</td>
<td></td>
</tr>
<tr>
<td>TMFD 314</td>
<td>Textiles and Apparel Merchandising and Promotion</td>
<td></td>
</tr>
<tr>
<td>TMFD 407</td>
<td>History of Dress</td>
<td></td>
</tr>
<tr>
<td>TMFD 408</td>
<td>Textiles, Technology and Culture</td>
<td></td>
</tr>
<tr>
<td>TMFD 422</td>
<td>International Textile and Apparel Sourcing</td>
<td></td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 15

Total Credit Hours 15

Design Track Requirements

Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMFD 112</td>
<td>Product Development I: Garment Assembly</td>
<td>3</td>
</tr>
<tr>
<td>TMFD 216</td>
<td>Apparel Design by Flat Pattern</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMFD 144</td>
<td>Introduction to Design Theory and Criticism</td>
</tr>
<tr>
<td>TMFD 145</td>
<td>Color Studio: Theory and Practice</td>
</tr>
<tr>
<td>TMFD 146</td>
<td>Visualization Studio</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMFD 403</td>
<td>Apparel Design by Draping</td>
</tr>
<tr>
<td>TMFD 408</td>
<td>Textiles, Technology and Culture</td>
</tr>
<tr>
<td>TMFD 416</td>
<td>Apparel Design for Industry</td>
</tr>
<tr>
<td>TMFD 425</td>
<td>Advanced Design for Printed Textiles</td>
</tr>
<tr>
<td>TMFD 471</td>
<td>Experimental Apparel Design</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 15

Total Credit Hours 15

Minor Requirements

Refer to: Tracks/Options/Concentrations/Emphases Requirements.

Additional Major Requirements

Prerequisite Requirements/Rules

Enrollment in upper-level marketing courses requires completion of MRKT 341 as well as other prerequisites. Refer to course descriptions for specific course prerequisites.

Grade Rules

C- and D Grades

Same as College grade rules.

Pass/No Pass

Same as College Pass/No Pass rules.

GPA Requirements

Same as College GPA requirements.

Course Level Requirement

MRKT 442 is the capstone requirement for the marketing major or international business major with marketing as an option and is to be taken during the final semester in the program. Refer to course description for other specific course prerequisites.

Requirements for Minor Offered by Department

Marketing Minor

The marketing minor is available to College of Business students only. The college requires that 75% of the course work for the minor will be completed at the University of Nebraska–Lincoln.

Marketing course work used for this minor cannot be double counted toward business core foundation (BCF) intermediate (BCI) or advanced-major (BCA-M; BCA-A) degree requirements, for another major, nor any other business minor requirements.

To fulfill the requirements for a marketing minor, students must complete:

- Twelve (12) graded hours of 300/400-level marketing course work.
- All course work for the minor must be taken for a grade (no Pass/No Pass).
• MRKT 399 Special Project may not be used toward the minor (or major).

Grade Rules

C- and D Grades
Same as College grade rules.

Pass/No Pass
Same as College Pass/No Pass rules.

GPA Requirements
Same as College GPA requirements.

Course Level Requirement
MRKT 442 is the capstone requirement for the marketing major or international business major with marketing as an option and is to be taken during the final semester in the program. Refer to course description for other specific course prerequisites.

MRKT 225 Agribusiness Entrepreneurship in Food Products Marketing
Crosslisted with: AECN 225, EAEP 225
Notes: Pass/No Pass option not allowed for College of Business Administration majors.
Description: Marketing strategies and entrepreneurship ventures throughout a food systems channel from producers of agricultural commodities to processors of food products and the final consumer. Entrepreneurship studies dealing with food processors, wholesaling, retailing and food service firms. Create strategic marketing plan to introduce a new food product into a retail consumer market.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: AECN 316

MRKT 257 Sales Communication
Notes: Letter Grade Only.
Description: Provides an introduction to the fundamentals of sales communication including verbal, listening and written skills. Students learn the various components of the selling process, develop a written selling plan, and gain experience in executing each step of the selling process through role-play exercises.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 357; MRKT 457; MRKT 460
ACE: ACE 2 Communication Competence

MRKT 300 Contemporary Marketing
Prerequisites: For non-CBA students only; 2.5 cum GPA; Sophomore standing, ECON 200 (or ECON 211 and 212)
Notes: Credit towards the degree cannot be earned in both MRKT 300 and MRKT 341. Letter grade only. Fulfills the Marketing requirement for the minor in business administration for non-business students and is part of a six course sequence for the minor.
Description: Survey of marketing principles for non-business students. Overview of the fundamental terms and concepts in contemporary marketing, introduction to real world marketing strategies and focuses on marketing’s role in organizations and businesses.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC

MRKT 325 Marketing of Agricultural Commodities
Crosslisted with: AECN 325
Prerequisites: AECN 235
Description: Operation and use of agricultural commodity markets and institutions as applied to enterprise and firm risk management. Cash; futures and futures option markets; basis; hedging; price discovery; fundamental analysis; and risk management strategies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: AECN 316

MRKT 341 Marketing
Crosslisted with: ABUS 341
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106/106B or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT 300 and MRKT 341/MRKT 341H. Cannot be taken Pass/No Pass.
Description: The marketing system, its relations with the socioeconomic system, and the influences of each upon the other. Evolution and present structure of marketing institutions and processes. Customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425; MRKT 428; MRKT 442; MRKT 443; MRKT 444, SCMA 444; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; SCMA 432; SCMA 447
MRKT 341H Honors: Marketing
Crosslisted with: RAIK 341H
Prerequisites: CBA Hon or Raikes in good standing or permission. SO; 2.5 GPA; Bus Qual (MATH104 or 106/106B or 107 or 208; BSAD220; ACCT201 and 202; ECON211 and 212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.
Notes: Credit toward the degree cannot be earned in both MRKT300 and MRKT341/MRK341H. Cannot be taken Pass/No Pass.
Description: The marketing system, its relations with the socioeconomic system, and the influences of each upon the other. Evolution and present structure of marketing institutions and processes. Customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MNGT 475; MNGT 875; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 399; MRKT 425; MRKT 428; MRKT 442; MRKT 443; MRKT 444; SCMA 444; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; SCMA 432

MRKT 345 Market Research
Prerequisites: MRKT 341, and ECON 215 or equivalent
Description: Introduction to methods and principles of investigation and analysis used in marketing research, from product development to consumer market analysis, to research decisions, and advertising decisions. Planning studies, proposing studies, conducting data gathering, analyzing and interpreting data, reporting results.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 442

MRKT 346 Marketing Channels Management
Crosslisted with: SCMA 346
Prerequisites: MRKT 341
Description: Basic concepts used in analyzing marketing channels, identifies the issues of designing sound channels, the issues of managing them effectively, and evaluating their performance.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: SCMA 439; SCMA 474

MRKT 347 Marketing Communication Strategy
Prerequisites: MRKT 341
Description: Role of communication in the marketing process. Integration of advertising, personal selling, sales promotion, packaging, public relations, as well as their social, economic, and legal impact. Emphasis on influence of marketing communication on consumer information processing and decision making processes and determination and evaluation of marketing communication opportunities, objectives, messages, and effort.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 449

MRKT 350 Marketing Analytics
Prerequisites: BSAD 50 or equivalent; ECON 215, MRKT 341/341H; and 2.5 GPA
Notes: Letter grade only.
Description: Introduction to analytical methods of marketing analysis for evaluating marketing strategies using data-based models, such as choice models, mapping methods, clustering and mixture regression models, conjoint analysis, sales response models, and data visualization. Applications are in the areas of customer value assessment, segmentation, targeting, pricing, product development, and resource allocation.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 442

MRKT 355 Marketing Metrics
Prerequisites: MRKT 341
Description: Quantifying the success of marketing strategies and programs in terms of measurements. The advantages and disadvantages of competing metrics are discussed. Systematizing marketing metrics as an organizational process is discussed.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 442

MRKT 357 Advanced Professional Selling
Prerequisites: MRKT 257; admission to Center for Sales Excellence or Permission
Notes: Letter Grade only
Description: Professional selling theory and practice. Sales processes, planning and delivery of sales presentations, developing personal communications skills needed for professional selling. Professional selling practice and individual feedback for improvement. Ethical issues.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: MRKT 460

MRKT 371 Sales Practicum I
Prerequisites: Admission to Center for Sales Excellence
Description: Provides guidelines and workshops on effective career strategies in sales. Exposes students to the organizational culture and opportunities provided by CSE partner companies and what they look for in potential hires. Students learn to put into practice their selling skills to obtain their dream job.
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
MRKT 372 Sales Practicum II  
**Prerequisites:** Admission to Center for Sales Excellence  
**Description:** Reinforces and builds upon the fundamentals taught in MRKT 371 to enhance and create a personal brand. Teaches the necessary skills of networking, etiquette, negotiating, and presentations to best prepare students for launching a successful sales career.  
**Credit Hours:** 1-3  
**Min credits per semester:** 1  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

MRKT 399 Special Project  
**Prerequisites:** MRKT 341 and approval of study plan by faculty member  
**Description:** For advanced undergraduates with demonstrated ability and special interests in marketing who wish to undertake an individual project under the direction of a faculty member.  
**Credit Hours:** 1-3  
**Min credits per semester:** 1  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** IND

MRKT 399H Honors: Independent Study  
**Prerequisites:** Good standing in the University Honors Program or by invitation, permission of instructor and departmental chair.  
**Description:** Research project or reading program.  
**Credit Hours:** 1-6  
**Min credits per semester:** 1  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Format:** IND

MRKT 425 Retailing Management  
**Prerequisites:** MRKT 341  
**Description:** Foundations and structure of retailing; role of the retailing executive; decision making in such problems as site selection, layout, organization, personnel policies, planning stock, buying, pricing, promotion, credit, customer services, merchandise control, budgeting, and research.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

MRKT 426 Services Marketing  
**Crosslisted with:** MRKT 826  
**Prerequisites:** MRKT 341  
**Description:** Services marketing and the services marketing process. Key concepts, issues and terminology. Specific tools and frameworks enabling communication with other professional marketers and analysis of services marketing situations to make realistic recommendations for managerial action.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

MRKT 428 Sports & Event Marketing  
**Prerequisites:** MRKT 341  
**Description:** The course will focus on the development, promotion, and implementation of various forms of consumer experiences. Topics include, but are not limited to sports participation, sporting events, concerts, theatrical performances, museums, renaissance fairs, and theme parks. Topics covered will also include the planning, promotion, and logistical support needed to provide a meaningful experience to consumers.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

MRKT 429 Undergraduate Seminar in Japanese Business  
**Description:** Japanese business techniques in the five functional areas: accounting, economics, finance, management, and marketing. Historical perspective and current practices emphasized. Strong academic emphasis as well as lectures by academicians, business people, and civil servants. Plant and office visits required. This course may count only as a free elective for students majoring in marketing. Course offered in English only by the faculty of the College of Business of Senshu University, Tokyo, Japan.  
**Credit Hours:** 6  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Format:** LEC

MRKT 441 Digital Marketing and Electronic Commerce  
**Crosslisted with:** MRKT 841  
**Prerequisites:** MRKT 341; MRKT 350 or SCMA 350.  
**Description:** Strategies to deal with opportunities and challenges of evolving technology and marketing in digital networks of customers, suppliers, and employees; social and mobile marketing; different interactive marketing platforms for e-commerce; the future and strategic, societal, and ethical implications of technology and interactive marketing in e-commerce.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

MRKT 442 Marketing Management  
**Prerequisites:** Senior standing; Marketing major or International Business major with marketing as an option; MRKT 341; MRKT 345 or MRKT 350 or MRKT 355; AND 6 hours of marketing electives.  
**Description:** Application of marketing principles to the solution of a wide variety of problems involving influence of the consumer, choice of channels, marketing legislation, and the management of merchandising, advertising, personal selling, sales promotion, pricing, and marketing research.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC
MRKT 443 Consumer Behavior: Marketing Aspects  
**Prerequisites:** MRKT 341  
**Description:** Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision making by marketing managers.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 444 Supply Chain Logistics Management**  
**Crosslisted with:** SCMA 444  
**Prerequisites:** MRKT 341 and SCMA 331  
**Description:** Examination of physical distribution activities in the marketing mix from the viewpoints of both providers and users of components of logistics systems. Logistics problems of concern to the marketing manager include time and place utility concepts, spatial relationships of markets, channel design, transportation modes, and inventory management.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 446 Quantitative Analysis in Marketing**  
**Prerequisites:** Senior standing, MRKT 341 and ECON 215 or equivalent  
**Description:** Introduction to the use of quantitative techniques in marketing analysis. Emphasis on understanding and evaluating the applicability of existing models to marketing decision problems in such areas of competitive strategy, marketing mix analysis, pricing, promotion, distribution, and product policy.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 449 Marketing Communication Campaigns**  
**Prerequisites:** MRKT 341 and 347  
**Description:** Managerial problems involved in the formulation, execution, and evaluation of marketing communication campaigns. Total marketing communication effort examined with particular emphasis to the potential role of marketing communication campaigns, audience identification, campaign objectives and messages, media strategy, and campaign evaluation. Case material dealing with campaigns for products, services, institutions, and political candidates.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 453 International Marketing**  
**Prerequisites:** MRKT 341 and Junior standing  
**Description:** Marketing problems of international business. Export marketing and domestic marketing of USA products abroad. Influence of international institutions, culture, stage of development, and geography; problems in terminology, product policy, promotion, distribution, research, pricing, and starting marketing operations.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 457 Customer Relationship Management**  
**Prerequisites:** MRKT 257 and admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** This course focuses on CRM as it applies to sales. It teaches how to use CRM systems to identifying good customer attrition; customer retention; and customer lifetime value. Students will also get hands on experience of using a CRM system to successfully plan and execute a sales plan.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** MRKT 460  

**MRKT 458 Sales Force Management**  
**Prerequisites:** MRKT 341 or admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** This course covers issues faced by sales managers in building, directing, and leading a sales force. Topics include sales forecasting, territory structure design, hiring and managing salespeople, and compensation and performance evaluation systems.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

**MRKT 460 Key Account Selling**  
**Prerequisites:** MRKT 257; MRKT 357; MRKT 457; and admission to Center for Sales Excellence  
**Notes:** Letter Grade only  
**Description:** Teaches how to segment key accounts, how to identify high-margin business opportunities, how to sell to complex enterprises, and how to manage a Key Account team. Students practice key account presentations through role-play exercises and make actual calls and presentations to businesses in the region.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  

MRKT 460 Key Account Selling  
**Prerequisite for:** MRKT 460  

**MRKT 466 Special Topics in Marketing**  
**Prerequisites:** MRKT 341 and permission  
**Description:** Topic varies.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 6  
**Format:** LEC  

MRKT 499H Honors Thesis  
**Prerequisites:** Good standing in the University Honors Program or by invitation, and permission.  
**Description:** Conduct a scholarly research project and write a University Honors Program or undergraduate thesis.  
**Credit Hours:** 3-6  
**Min credits per semester:** 3  
**Max credits per semester:** 6  
**Max credits per degree:** 6  
**Format:** IND  

PLEASE NOTE  
This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education
abroad, undergraduate research, learning communities, and service learning and community-based learning.

### Career Information

The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

#### Transferable Skills

- Creativity
- Oral Communication
- Written Communication
- Interpersonal Skills
- Analytical Skills
- Problem-Solving/Critical Thinking Skills
- Computer Skills
- Teamwork

#### Jobs of Recent Graduates

- Assistant Account Executive, BBDO NY - New York City NY
- Marketing Specialist, Berkshire Hathaway - Omaha NE
- Merchant Analyst, Best Buy Corporate Office - Richfield MN
- Inbound Sales Representative, Groupon, Inc. - Chicago IL
- Inside Opportunity Executive, Microsoft - Fargo ND
- Brand Building Specialist, Mizuno Corporation - Norcross GA
- New Business Development Representative, Phoenix Suns - Phoenix AZ
- Sales Representative, Sandhills Publishing - Lincoln NE
- Online Marketing Specialist, Speedway Motors, Inc. - Lincoln NE
- Technical Recruiter, TEKsystems - Tampa FL

#### Internships

- Social Marketing Intern, Bernstein-Rein Advertising - Kansas City MO
- Intern, Bozell - Omaha NE
- Marketing Intern, Crunchbutton - Los Angeles CA
- Marketing Intern, Lincoln Stars - Lincoln NE
- Retail Management Intern, Nordstrom - Lone Tree CO
- Financial Representative Intern, Northwestern Mutual - Lincoln NE
- Brand Strategy Intern, Salt House Market - Brooklyn NY
- Sales Intern, Sandhills Publishing - Lincoln NE
- Executive Intern, Target - Lincoln NE
- Marketing Intern, University of Nebraska Athletic Department - Lincoln NE

#### Graduate & Professional Schools

- Master of Science in Marketing Analysis, DePaul University - Chicago IL
- Master of Public Administration (MPA), George Washington University - Washington DC
- Master of Arts in Sports Management, Texas Tech University - Lubbock TX
- Master of Business Administration (MBA), University of Colorado Denver - Denver CO
- Master of Business Administration (MBA), University of Iowa - Iowa City IA
- Juris Doctor (JD), University of Minnesota - Minneapolis MN
- Master of Arts in Educational Administration, specialization in Student Affairs Administration, University of Nebraska-Lincoln - Lincoln NE
- Master of Professional Accountancy (MPA), University of Nebraska-Lincoln - Lincoln NE
- Doctor of Medicine (MD), University of Texas Health Service Center at San Antonio - San Antonio TX
- Master of Business Administration (MBA), Marketing, University of Washington - Seattle WA