

# 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 (CoB) 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 coursework taken to remove deficiencies MAY NOT be used to meet degree requirements in the College.

### Honors Program

#### Nebraska Business Honors Academy

The Nebraska Business Honors Academy is a unique cohort-based program for high-ability students with demonstrated leadership potential. The goal of the Academy is to develop critical thinking, problem-solving,

and communications skills to prepare graduates to be strategic decision-makers and innovators. The Academy combines a rigorous curriculum (including approximately 40 credit hours of cohort-based courses) with leadership training, co-curricular activities, and corporate involvement. Nebraska Business Honors Academy requirements differ from those listed in the catalog. Students work closely with the Academy's advisors on appropriate sequencing and enrollment in Academy-specific requirements.

#### Jeffrey S. Raikes School of Computer Science and Management

The purpose of the Jeffrey S. Raikes School of Computer Science and Management is to produce unique graduates who combine business knowledge and computing fundamentals for enterprise information and software systems. Graduates will be professionals who understand the multiple levels of new information systems and who become the technology sector's innovators, product developers, entrepreneurs, chief information officers, and CEOs. Students interested in learning more about the Jeffrey S. Raikes School of Computer Science and Management program and curriculum requirements (which may differ from those listed here) are encouraged to call 402-472-6000 or visit the Jeffrey S. Raikes program website (<https://raikes.unl.edu>). Students may also reference the Jeffrey S. Raikes School of Computer Science and Management catalog section under Academic Programs and Policies.

## College Degree Requirements

### Overview of College Degree Requirements

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

#### 1. Non-Business Requirements (NBR)

- Consist primarily of College and University ACE (Achievement-Centered Education) coursework

#### 2. Business Core

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

#### 3. 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 coursework 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' coursework 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 coursework 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. Upperclass 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 coursework 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 majoring in accounting, majoring in finance, or considering graduate school.
  - While several courses may 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 Exam 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 are able to 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 the Math Placement website (<http://www.math.unl.edu/resources/undergraduate/mpe>).

Whether required to enroll in preparation coursework 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.)

- Agribusiness 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.*

- International business majors – NBR 4 (ACE 5) – FREN 301 Survey of French Literature, FREN 302 Themes in French Literature; RUSS 301 Russian Cultural Studies, RUSS 302 Studies in Russian Culture and Film, RUSS 482 Russian Literature in Translation, RUSS 483 Russian Secular and Political Folklore; SPAN 305 The Analysis of Communication in Spanish, SPAN 314 Introduction to Hispanic Literature: Spain, SPAN 315 Representative Authors of Spain, SPAN 331 War and Human Rights in Latin America may be taken to fulfill NBR 4–ACE 5 as well as a requirement for a language minor or toward the major language requirement.

### **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 in major.

The options include:

- Actuarial science 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).
- Agribusiness 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, and 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.
- Business administration majors – ECON 321 and MNGT 414 International Business 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.)
- Economics 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.)
- International business majors – BSAD 320 Global Issues, BSAD 420 Global Leadership and the Culture Map, 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. (ECON 321 or MNGT 414 are also IBCR options.)
- Management majors – MNGT 365 Managing Diversity in Organizations or 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—but only one or the other (major OR minor).

In any of the above instances where double counting is an option, only 3 hours of credit are awarded; students 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 that requires sophomore standing and ENGL 150 or ENGL 151 as prerequisites. While it is also an ACE 1 course, as is ENGL, **BOTH** are specific requirements for the College of Business.

### **NBR 8: Oral Communication Skills (ACE 2)**

Choose one course from:

MRKT 257 Sales Communication

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.

**NOTE:** In the selection of coursework for any of the above NBR's, the term prerequisite, when stated anywhere in this catalog, means coursework that **MUST BE COMPLETED** to enroll 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) – 18 hours
- Business Core Intermediate (BCI) – 18 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 in the final semester of the program. All coursework for the Business Core (except where noted differently) must be taken for a grade.

### **Professional Enhancement Program (PrEP) (4 hours)**

Designed to develop confident, professional, and polished business students positioned for lifelong career success, the PrEP program consists of four required 1-hour courses. These courses are labeled BSAD 111 PrEP I, Investing in Strengths; BSAD 222 PrEP II, Career Development and Planning; BSAD 333 PrEP III, Internship and Job Search Strategies; BSAD 444 PrEP IV, Professional and Life Skills, and are offered across the four-year curriculum as part of the Business Core requirements.

### **Business Core Foundation (BCF) – Nine Courses (18 hours)**

All students in the College of Business will take the following courses (unless otherwise noted).

All coursework (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.

#### **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.
  - Taken 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.
  - Taken as soon as possible upon transfer into the college (*preferably first semester*).

#### **BCF 2 – BSAD 50 Business Computer Applications**

- 0-credit-hour course (*offered Pass/No Pass only*).
- 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 that uses Access, Microsoft Word, PowerPoint, and Excel.

**BCF 3 – SCMA 250 Spreadsheet Analytics**

- 1-credit-hour course.
- ECON 215 Statistics is a prerequisite or may be taken concurrently.

**BCF 4 – ACCT 201 Introductory Accounting I and ACCT 202 Introductory Accounting II**

- ACCT 201
  - Sequential; take ACCT 201 first.
  - Prerequisite: Sophomore standing and a 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 UNL credit.
- ACCT 202
  - 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; and a 2.5 cumulative GPA.
  - Grade of C or better in prerequisites is normally required for accounting courses.

**BCF 5 – ECON 211 Principles of Macroeconomics and ECON 212 Principles of Microeconomics (ACE 8/6)**

- Not sequential.
- Prerequisite: Completion of 12 hours of coursework.

**BCF 6 – ECON 215 Statistics (ACE 3)**

- Prerequisites: Sophomore standing; MATH 104 or MATH 106; BSAD 50; and a 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 Statistics).
- 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 7 – BSAD 222 PrEP II, Career Development and Planning**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business; sophomore standing; and a 2.5 GPA.
- Taken as a sophomore.

**Business Core Intermediate (BCI) – Six Courses (18 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).
- Enrollment in BCI normally occurs during the sophomore and junior years.
- All coursework 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, FINA, and SCMA, to stay on sequence for major.
- There are exceptions to these requirements for specific majors (ACCT, MNGT, and 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. For details on transfer rules, see Transfer Credit Restrictions under Course Exclusions and Restrictions.
- 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**

- Accounting majors must take BLAW 372.

**BCI 2 – SCMA 350 Business Analytics/Information Analysis or in certain cases MRKT 350 Marketing Analytics**

- Marketing and agribusiness majors may choose to take MRKT 350, which carries an additional prerequisite of MRKT 341.
- Students must complete SCMA 250.

**BCI 3 – FINA 361 Finance**

- Actuarial science majors will take FINA 461 Advanced Finance to meet this requirement.

**BCI 4 – MRKT 341 Marketing****BCI 5 – SCMA 331 Operations and Supply Chain Management****BCI 6 – MNGT 301 Introduction to Management****Professional Enhancement Program – Upper level****PrEP – BSAD 333 PrEP III, Internship and Job Search Strategies**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business, BSAD 222; and a 2.5 GPA.
- Taken second semester of sophomore or junior year.

**PrEP – BSAD 444 PrEP IV, Professional and Life Skills**

- 1-credit-hour course (*offered Pass/No Pass only*).
- Prerequisites: Major in College of Business; senior standing or by permission; and a 2.5 GPA.
- Taken first or second semester of senior year.

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

- Coursework 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 coursework for the major must be taken for a grade (students may not take classes 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 majors; 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 coursework. If missing an ACE 4 or 9, there may be options through the major to fulfill both requirements.
- A maximum of 3 hours of coursework may transfer if the 15-hour limitation has not been exceeded. Further restrictions may apply.

### **Business Core Advanced-Capstone (BCA-C) – Two Courses (3 hours)**

#### **BCA-C 1 – MNGT 475 Business Policies and Strategies (ACE 10)**

- Reserved for graduating seniors, this course requires the Business Core Foundation (BCF) and Intermediate (BCI) coursework to be completed for enrollment. BLAW 371 or BLAW 372 may be completed concurrently. Actuarial students may take FINA 461 concurrently with MNGT 475.
- A capstone course integrating business concepts covered throughout the program.
- Course MUST be taken at the University of Nebraska–Lincoln and taken for a grade (no Pass/No Pass).

#### **BCA-C 2 – BSAD 98 Senior Assessment**

- A 0-credit-hour seminar required of ALL business graduating seniors.
- Taught via Canvas—all components must be completed to a satisfactory level to graduate.

### **Electives – Hours vary to meet 120 hour minimum to graduate**

Electives round out the rest of the 120 hour curriculum. 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 coursework (to meet the requirement that 60 hours of coursework 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 coursework 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.
- 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; second major options and/or minors may be appropriate to consider for elective hours.

### **Other Requirements**

#### **International Business Course Requirement (IBCR)**

- The international business course requirement (IBCR) broadens the student's international perspective.

- Each student, excluding accounting majors, must include one course which emphasizes an international business perspective.
- Actuarial science majors are encouraged to take FINA 450 if they have not met this requirement with completion of NBR 6 – ACE 9 with ECON 321 or MNGT 414.
- The IBCR must be taken for a grade.

The course must be chosen from the following approved list of International Business Course Requirement (IBCR) courses. Many of these courses have prerequisites. Some are restricted for education abroad and others may only be offered once a year. Thus, students are advised to plan ahead in scheduling this requirement into their programs.

#### **IBCR Courses**

BSAD 491 International Studies in Business and Economics (1-15 hrs)

- Available only to students studying abroad for which there is no University of Nebraska–Lincoln equivalent course.
- Available also for the Senshu, Japan, CIMBA Italy, and for the China Education Abroad Programs.
- Senshu program students may apply 3 hours towards electives in the FINA, MNGT, or MRKT major; 6 hours are applicable for BSAD or IBUS major/minor.
- BSAD 491 credit from any other study abroad program should be based on course topics directly associated with a specific major in MNGT, MRKT, or FINA and may need department consent to be used in the major. Students should visit with an academic advisor for assistance.

BSAD 320 Global Issues

BSAD 420 Global Leadership and the Culture Map

ECON 321 (*If not completed at this point, ECON 321 may double count for ACE 9.*)

ECON 421 International Trade (*Credit cannot be earned in both ECON 421 and AECN 420.*)

ECON 422 International Finance

ECON 423 Economics of the Less Developed Countries

ECON 466 Pro-seminar in International Relations I & ECON 467 Pro-seminar in International Relations II (*Credit option for students participating in the Nebraska at Oxford Program.*)

ECON 440 Regional Development

FINA 450 International Financial Management

MNGT 414 (*If not completed at this point, MNGT 414 may double count for ACE 9.*)

SCMA 459 Global Information Systems

MRKT 453 International Marketing

SCMA 439 Global Sourcing and Distribution

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 may 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 a MRKT elective in the MRKT major and also counts for the IBCR; FINA 450 International Financial Management counts for a FINA elective in the FINA major and also fulfills the IBCR). On the other hand, if coursework for the major is already determined by personal choices or requirements, the IBCR may count in electives, and more specifically, for one of the 'business' electives needed for most majors. If not planned carefully this requirement may 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 requirement can be met by business or non-business coursework.

Business coursework 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 coursework for the major are taken at the 300/400 level, and of those hours, coursework is not being double counted toward the NBR and major, then the additional 300/400-level hours can be used to fulfill the 300/400-level requirement. Students will need to consult their Degree Audit to determine how the requirements are applied.
- Business administration majors will complete a 24-hour major and only need to complete 9 upper-level hours.
- Finance majors will take between 24 and 27 hours for their major; consult the major section in this document or the Degree Audit to determine how many hours will double count for this requirement. This will depend on which option is selected for the major.
- Actuarial science majors, 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 coursework used for a SECOND major (if selected), or upper-level graded coursework selected for a minor, MAY count.
- Coursework 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 first major.

- No course may be taken on a Pass/No Pass basis unless it is a business course numbered 398/399. Only 3 hours of 398/399 credit is allowed for this requirement.
- Students generally fulfill this requirement through their electives, but there may be a few upper-class students who may fulfill the requirement with the ACE course requirements.

### Business Course/Business Elective Hours

At a minimum, 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, the Degree Audit will specify *minimum business* credit hour expectations for each student. Students will generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on the Degree Audit.

- Accounting, economics, management, and marketing majors – 3 hours of business electives.
- Business administration majors – no additional business coursework, as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework, as the major consists of 28 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Agribusiness and Raikes majors – no additional business coursework required due to intent of major as being 'business-related' coursework.
- 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.

Coursework 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 the equivalent of 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 courses to enroll in ACCT 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 is 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 is required to enroll in many business courses, including: ACCT 201, ACCT 202, BLAW 371, BLAW 372, ECON 215, FINA 361, MNGT 301, MNGT 475, MRKT 341, MRKT 350, SCMA 331, SCMA 350.
- Grades of C- or lower may be removed by retaking the course at UNL or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska system.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

- 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.

### 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 enrolled in **any** college 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 coursework to satisfy ACE requirements, the International Business Course Requirement (IBCR), nor any required business coursework, including in 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 the 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 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.

### 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 cumulative GPA. In some instances, a specific grade is required in certain courses to continue with upper-level coursework.

### Transfer Credit Rules

For detailed information on transfer credit rules, see Transfer Credit 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 Business Advising and Student Engagement office (Hawks Hall 125).

### ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at the Achievement-Centered Education website (<https://ace.unl.edu>). Students may also use the catalog’s course search function to search for ACE groups. Example: Enter ACE 1 in the search to generate a list of all possible ACE 1 courses. MyRED may also be used to search for currently 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 coursework to meet this requirement:

- There are 10 ACE Student Learning Outcomes (SLOs). 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 4–10 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. (The 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 coursework 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 readmission to the College.

## Learning Outcomes

Graduates of 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 coursework for the major.
- As noted in the College Degree Requirements section, all coursework 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 coursework (plus MRKT 341 for the Business Core Intermediate requirement) for the Business Core Advanced–Major (BCA-M):

#### Required Courses

MRKT 442	Marketing Management <sup>1</sup>	3
Select one of the following:		3

MRKT 345	Market Research	
MRKT 350	Marketing Analytics (if not taken in Business Core Intermediate)	
MRKT 355	Marketing Metrics	
Credit Hours Subtotal:		6
<b>Marketing Courses</b>		
Select 15 additional hours of the following:		15
MRKT 225 / AECN 225 / EAEP 225	Agribusiness Entrepreneurship in Food Products Marketing	
MRKT 257	Sales Communication	
MRKT 325 / AECN 325	Marketing of Agricultural Commodities	
MRKT 345	Market Research <sup>2</sup>	
MRKT 346 / SCMA 346	Marketing Channels Management	
MRKT 347	Marketing Communication Strategy	
MRKT 350	Marketing Analytics <sup>3</sup>	
MRKT 355	Marketing Metrics <sup>4</sup>	
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 / SCMA 444	Supply Chain Logistics Management	
MRKT 446	Quantitative Analysis in Marketing	
MRKT 449	Marketing Communication Campaigns	
MRKT 453	International Marketing	
MRKT 457	Customer Relationship Management and Sales Technologies	
MRKT 458	Sales Force Management	
MRKT 460	Key Account Selling	
MRKT 490	Special Topics in Marketing	
Credit Hours Subtotal:		15
Total Credit Hours		21

<sup>1</sup> 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.

<sup>2</sup> If not selected or in lieu of MRKT 350 or MRKT 355.

<sup>3</sup> If not selected or in lieu of MRKT 345 or MRKT 355, or used in lieu of SCMA 350 for BCI.

<sup>4</sup> If not selected or in lieu of MRKT 345 or MRKT 350.

- MRKT 399 may **not** be used toward the major; this class can only be used as a **Free Elective** and not as a Business Elective.
- 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 coursework will count toward the Free Electives section in the College degree requirements.

### Advertising Emphasis Requirements

#### Required

JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I (Must be taken concurrently with JOMC 130.)	1
ADPR 151	Introduction to Advertising and Public Relations <sup>1</sup>	3
ADPR 283	Strategy Development for Advertising and Public Relations <sup>2</sup>	3
One course from ADPR (300 or 400 level)		3
Select one of the following:		1
JOMC 132	Visual Communication Core Modules II	
JOMC 133	Visual Communication Advanced Modules	
Credit Hours Subtotal:		12
Total Credit Hours		12

<sup>1</sup> ADPR 151 *has no prerequisites and must be completed before ADPR 283.*

<sup>2</sup> 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

TMFD 213	Merchandising I: Textile and Apparel Industry	3
TMFD 313	Merchandising II: Merchandise Buying and Control	3
TMFD 413	Merchandising III: Textiles & Apparel Merchandise Development & Retail Strategies	3
Select 6 hours of the following:		6
TMFD 206	Textiles	
TMFD 314	Textiles and Apparel Merchandising and Promotion	
TMFD 407	History of Dress	

TMFD 408	Textiles, Technology and Culture	
TMFD 422	International Textile and Apparel Sourcing	
Credit Hours Subtotal:		15
Total Credit Hours		15

### Design Track Requirements

#### Required

TMFD 112	Product Development I: Garment Assembly	3
TMFD 216	Apparel Design by Flat Pattern	3
Select one of the following:		3
TMFD 144	Introduction to Design Theory and Criticism	
TMFD 145	Color Studio: Theory and Practice	
TMFD 146	Visualization Studio	
Select two of the following:		6
TMFD 403	Apparel Design by Draping	
TMFD 408	Textiles, Technology and Culture	
TMFD 416	Apparel Design for Industry	
TMFD 425	Advanced Design for Printed Textiles	
TMFD 471	Experimental Apparel Design	
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 coursework for the minor will be completed at the University of Nebraska–Lincoln.

Marketing coursework 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 coursework.
- All coursework 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 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

**Grading Option:** Graded with Option

**Prerequisite for:** AECN 316

### MRKT 235 Introduction to Commodity Marketing

**Crosslisted with:** AECN 235

**Prerequisites:** AECN 141 or ECON 212

**Notes:** Pass/No Pass option not allowed for College of Business majors.

**Description:** This course focuses on the foundations of commodity markets. It discusses how markets were created, how commodities are traded from producers to final consumers, the role of transportation and storage, among other topics. It provides a broad and detailed discussion of economic theories behind markets, how they work in practice, and the current state of these markets in the world.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Offered:** SPRING

**Prerequisite for:** AECN 325, MRKT 325; AECN 336

### 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

**Grading Option:** Graded

**Prerequisite for:** MRKT 357; MRKT 372; 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.

**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

**Grading Option:** Graded

### MRKT 325 Marketing of Agricultural Commodities

**Crosslisted with:** AECN 325

**Prerequisites:** AECN 235

**Notes:** Pass/No Pass option not allowed for College of Business majors.

**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

**Grading Option:** Graded with Option

**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.**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**Grading Option:** Graded**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/MRKT341H.**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**Grading Option:** Graded**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 making marketing decisions, from product development to channel decisions, to 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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**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 marketing decisions using data-based cases, including 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, brand positioning, new product development, and resource allocation.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**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**Grading Option:** Graded**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, and 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

**Grading Option:** Graded

**Prerequisite for:** MRKT 460

**MRKT 371 Sales Practicum I**

**Prerequisites:** Admission to Center for Sales Excellence

**Description:** Develop a personal and professional brand, as well as learn effective career strategies in sales. Guest speakers from various companies share key developments in the sales profession, and what they look for in potential hires. Learn to put selling skills into practice to obtain a dream job.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**MRKT 372 Sales Practicum II**

**Prerequisites:** MRKT 257 and admission into the Certificate Program in Sales Excellence.

**Description:** Practicum designed to enhance internship experience. Work closely with the instructor to develop an understanding of how sales concepts taught in class apply to the practical internship experience.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**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

**Grading Option:** Pass No Pass

**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

**Grading Option:** Graded

**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

**Grading Option:** Graded

**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

**Grading Option:** Graded

**MRKT 428 Sports & Event Marketing**

**Prerequisites:** MRKT 341

**Description:** Focuses 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

**Grading Option:** Graded

**Offered:** FALL/SPR

**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

**Grading Option:** Graded

**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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**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**Grading Option:** Graded**MRKT 457 Customer Relationship Management and Sales Technologies****Prerequisites:** MRKT 257 and admission to Center for Sales Excellence**Notes:** Letter Grade only**Description:** Focuses on understanding and managing customer relationships through the use of technology. Learn about the customer lifecycle, customer lifetime value, and the importance of data for creating and maintaining good customer relationships. Train on current CRM systems and learn about the role of emerging technologies in the modern sales organization.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** FALL/SPR**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**Grading Option:** Graded

**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

**Grading Option:** Graded

**MRKT 490 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

**Grading Option:** Graded

**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

**Grading Option:** Graded

**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