

*University of Indianapolis - School of Business***2025-2026 Curriculum Guide for Marketing (MKTG)**

Bachelor of Arts or Science

Freshman Year**Semester I**

- **ACCT 210** Financial Accounting (3)
- **BADM 100** Freshman Experience in Business (1)
- **ECON 110** Microeconomics (3)
- **Numerical Literacy (choose one of the following):**
 - **MATH 150** Finite Mathematics (4) *
 - **MATH 170** College Algebra (3) *
 - **MATH 180** College Algebra and Trigonometry (4) *
 - **MATH 190** Calculus and Analytic Geometry (4) *

Semester II

- **ACCT 212** Managerial Accounting (3) *
- **MKTG 290** Marketing (3)
- **MATH 220** Elementary Statistics (4) *
- **Students must complete on-line, self-paced Microsoft Office Specialist (MOS) Excel badge during Semesters I or II in the freshman year.**

Sophomore Year**Semester I**

- **ECON 111** Macroeconomics (3)
- **FIN 210** Finance (3)
- **CIS 151** Introduction to Information Systems & Applied Analytics (3)

Semester II

- **BADM 231** Business Communications (3) *
- **MGT 281** Management (3)
- **MKTG 396** International Marketing (3) *
- **Legal Environment of Business (choose one of the following):**
 - **BADM 230** Business Law (3)
 - **BADM 233** Business Law: Partnerships & Corporations (3)

Junior Year**Semester I**

- **BADM 350** Career & Employment Strategies (1)
- **MKTG 393** Integrated Marketing Communications (3) *

Semester II

- **SCM 210** Principles of Operations and Supply Chain Management (3)
- **MKTG 498** Digital Marketing (3) *
- **Marketing Elective 1 (3)**

Senior Year

Semester I

- **MKTG 494** Marketing Research & Analytics (3) *
- **Marketing Elective 2 (3)**

Semester II

- **BADM 439** Business Policy and Strategy (3) *
- **MKTG 495** Marketing Strategy (3) *

Marketing Electives: (Choose TWO)

- **MKTG 295** Consumer Behavior (3) *
- **MKTG 394** Sales (3) * (Semester II only)
- **MKTG 420** Special Topics

* See the Academic Catalog for course prerequisites

NOTES

- A grade of C- (1.7 on a 4.0 scale) or higher is required in all courses applying toward the Major.
- The Bachelor's Degree requires a minimum of 120 hours.
- See the General Education Core Guide for additional course requirements.
- A student may complete more than one major as long as each major has at least 24 discrete hours. Please see the Academic Catalog for additional details.

REMEMBER: If you have any questions about the Marketing Major (MKTG) and its requirements, contact Mrs. Tynnetta Muhammad, Academic Advisor in the School of Business (317-788-2057, muhammادت@uindy.edu, Esch Hall, Room 232). Courses and requirements sometimes change so keep in contact with your advisor.