

MARKETING (BBA)

Program Overview

The Marketing major is available in person and online. Students completing the program will learn how to effectively conceive, promote, price, and distribute goods and services. This requires the ability to discover consumer needs, to assess complex and changing marketing situations, to determine the best marketing strategies for these situations, and to execute the strategies effectively. Marketing is an integral and essential part of any successful business.

Career Opportunities

Marketing Manager, Salesperson, Promotions Manager, Public Relations Manager, Merchandising Manager, Account Manager/Executive, Internet Marketing Director, Strategic Marketing Manager, Communication Officer, Consultant, Advertising Manager, Marketing Researcher

Program of Study Core Requirements

Code	Title	Credit Hours
BBA Core		
Minimum grade of C is required ¹		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

¹ Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements ¹		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3

Field of Study Requirements Total	18
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Required for the Major BBA Core

Minimum 2.0 GPA is required

Minimum grade of C is required in your major's prerequisite course

BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
Required for the Major Total		27

Major Electives

Minimum grade of C is required

MKTG 3135	Consumer Behavior	3
MKTG 3136	Advertising	3
MKTG 4135	Marketing Research	3
MKTG 4185	Marketing Management	3
MKTG 3***/4***	Elective (advisor approved)	3
MKTG 3***/4***	Elective (advisor approved)	3
MKTG 3***/4***	Elective (advisor approved)	3
Major Electives Total		21

General Electives

Select 6 credits of electives from ACCT/BUSA/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4***	Elective	6
Unrestricted Electives 1***/2***/3***/4***	Elective	6
General Electives Total		12

Total Credit Hours	123
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Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111 or MATH 1113	College Algebra (minimum grade of C) or Pre-Calculus	3
AREA D	Non-Lab Science	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3

BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2115	Introduction to Business (minimum grade of C)	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		15
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ECON 2105	Principles of Macroeconomics ((minimum grade of C))	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
Credit Hours		16
Spring		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
MKTG 3115	Principles of Marketing (minimum grade of C) (minimum 2.0 GPA)	3
At the end of spring, 63 hours (Areas A-Wellness) should be complete		
Credit Hours		17
Third Year		
Fall		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
MKTG 3135 or MKTG 3136	Consumer Behavior (minimum 2.0 GPA) or Advertising	3
Credit Hours		15

Spring		
BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3
MKTG 3135 or MKTG 3136	Consumer Behavior (minimum grade if C) or Advertising	3
AREA H	Marketing Elective (minimum grade of C)	3
AREA I	General Elective	3
Credit Hours		15
Fourth Year		
Fall		
BUSA 3126	Business Law (minimum 2.0 GPA)	3
FINC 3105	Principles of Finance (minimum 2.0 GPA)	3
MKTG 4135	Marketing Research (minimum grade of C)	3
AREA H	Marketing Elective (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
Credit Hours		15
Spring		
BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MKTG 4185	Marketing Management (minimum grade of C)	3
AREA H	MKTG Elective (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
AREA I	General Elective	3
Credit Hours		15
Total Credit Hours		123

An overall 2.0 GPA is required for graduation.

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and a C average in Area I business electives.