B.B.A. IN MARKETING

Major Area of Specialization in Marketing (P&S)

The Marketing major area of specialization provides business students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major area of specialization prepares students to practice marketing in a changing competitive environment. Specifically, it covers the 4 Ps of marketing (i.e., product/service, price, promotion and place/distribution) from a managerial perspective. Additionally, the marketing program of study is flexible, allowing students to concentrate on specific areas of professional pursuit such as sales management, advertising, retailing, or marketing research.

A program of study in marketing offers business students a comprehensive understanding of such topics as:

- The critical role within organizations;
- Identification of markets for products and services through better understanding and analysis of consumers’ wants and needs;
- The nature of global competition and identification of viable competitive strategies;
- Methods used in planning and implementing marketing strategies;
- The legal and ethical responsibilities of marketers.

Students pursuing the BBA in Marketing must complete the BBA Business Core and the specific coursework for the Marketing major area of specialization as follows:

### BBA Business Core Requirements for the Marketing Major Area of Specialization (P&S)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 211</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 212</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BSL 212</td>
<td>Introduction to Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BTE 210</td>
<td>Fundamentals Of Business Technology &amp; Innovation</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101</td>
<td>First Step (Freshman Integrity, Responsibility, and Success through teamwork)</td>
<td>3</td>
</tr>
<tr>
<td>BUS 150</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Critical Thinking &amp; Persuasion for Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 211</td>
<td>Economic Principles and Problems (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>ECO 212</td>
<td>Economic Principles and Problems (Macroeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>FIN 302</td>
<td>Fundamentals of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MAS 110</td>
<td>Quantitative Applications in Business (Calculus)</td>
<td>3</td>
</tr>
<tr>
<td>MAS 201</td>
<td>Introduction to Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MAS 202</td>
<td>Intermediate Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 303</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 304</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401</td>
<td>Strategic Management (must be taken in final semester)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Foundations of Marketing</td>
<td>3</td>
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</tbody>
</table>

**Total Credit Hours**: 51

### Specific Coursework for the Marketing Area of Specialization (P&S)

Students must complete a minimum of 15 credit hours of Marketing courses beyond the core course of MKT 201/MKT 301 (total of 18 credit hours). All courses must be taken within the current prerequisite structure.

#### Core Course

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT 201</td>
<td>Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses.)</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT 302</td>
<td>Marketing Research and Market Analysis (pre-requisites MKT 201/MKT 301 &amp; MAS 202 or MAS 312)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 403</td>
<td>Marketing Management (pre-requisites MKT 302 (pre or co-requisite) &amp; FIN 302)</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Elective Courses

Select three courses (9 credit hours) from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 310</td>
<td>Consumer Behavior and Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>MKT 320</td>
<td>Retailing</td>
<td></td>
</tr>
<tr>
<td>MKT 340</td>
<td>Professional Selling</td>
<td></td>
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<tr>
<td>MKT 360</td>
<td>International Marketing</td>
<td></td>
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<tr>
<td>MKT 380</td>
<td>New Product Development</td>
<td></td>
</tr>
<tr>
<td>MKT 385</td>
<td>Marketing for Entrepreneurs</td>
<td></td>
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<tr>
<td>MKT 386</td>
<td>Advertising Management</td>
<td></td>
</tr>
<tr>
<td>MKT 387</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 388</td>
<td>Health Care Marketing</td>
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### Notes

- **NOTE**: ENG 105 and ENG 106, or their equivalents, and all 100 and 200-level Business Core courses must be completed before taking 300 and 400-level Business Core courses and coursework in the major, with the exception of ACC 212, ECO 212, and MAS 202. These three courses may be taken concurrently with 300-level Business Core courses, but should be completed before taking MGT 401 or any upper level courses in the major.

- **NOTE**: MAS 110 and MAS 201 must be completed with a “C-” or better. Students who do not earn at least a C- in ENG 106 must complete ENG 230 with at least a C- before enrolling in BUS 300.
MKT 389  Understanding Media Metrics In The Digital World
MKT 469  International Marketing Management (pre-requisites MKT 302 (pre or co-requisite) & MKT 360)

Total Credit Hours  15

1 **Important Note**: In order to pursue a major in Marketing, a student must earn a grade of "B" (grade point of 3.0) or higher in MKT 201/MKT 301 (note that a grade of "B-" does not qualify).

2 MKT 201 is intended for freshman business students only. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher.

**Note**: All specific coursework for the major in Marketing must be completed with a grade of "C-" or higher (except for the minimum "B" grade required for MKT 201/MKT 301, as noted). A minimum cumulative GPA of 2.5 is required for all courses taken in this major area of specialization. All graded departmental courses in Marketing will be calculated into the major GPA.