

Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester One: [16 Credit Hours]				
MATH 11010 Algebra for Calculus	3		C	Fulfills LER Mathematics and Critical Reasoning
BUS 10123 Exploring Business	3			Fulfills Pre-Major Business requirement
COMM 15000 Introduction to Human Communication	3		C	Fulfills LER Additional
US 10097 Destination Kent: First Year Course	1			Not required for transfer students with 25 credits
LER Humanities or Fine Arts	3			One or both should fulfill diversity requirement; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
LER Social Sciences	3			
Semester Two: [15-17 Credit Hours]				
MATH 11012 Intuitive Calculus <i>or</i> MATH 12002 Analytic Geometry and Calculus I	3-5			Fulfills Pre-Major Additional Mathematics requirement
ECON 22060 Principles of Microeconomics	3			Fulfills LER Social Sciences
ENG 11011 College Writing I	3		C	Enrollment based on placement tests; fulfills LER Composition
MIS 24053 Introduction to Computer Applications	3			Fulfills LER Pre-Major Business requirement
LER Basic Sciences	3			Visit www.kent.edu/catalog and search “LER” for course list
Semester Three: [15 Credit Hours]				
MIS 24056 Fundamentals of Business Statistics	3			Fulfills Pre-Major Business requirement
ACCT 23020 Introduction to Financial Accounting	3			Fulfills Pre-Major Business requirement; must have 28 credit hours to register
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
ENG 21011 College Writing II	3		C	Fulfills LER Composition
MIS 24163 Principles of Management	3			Fulfills Pre-Major Business requirement
Semester Four: [15-16 Credit Hours]				
MKTG 25010 Marketing	3		C	Fulfills Pre-Major Business requirement
ACCT 23021 Introduction to Managerial Accounting	3			Fulfills Pre-Major Business requirement
FIN 26074 Legal and Regulatory Environment of Business	3			Fulfills Pre-Major Business requirement
LER Basic Sciences	2-3			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
LER Basic Sciences Laboratory	1			
LER Humanities	3			
Semester Five: [16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 35011 Marketing Tools	3	■	C	Fulfills writing-intensive requirement: offered in fall only; see note 1 on page 2
MMTG 35024 Hands-On Technology Enhancement Laboratory	1	■		Offered in fall only
FIN 36053 Business Finance	3	■		
MIS 34060 Operations Management	3	■		
LER Fine Arts	3			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
General Elective (lower or upper division)	3			

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Semester Six: [16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 35021 Research for Marketing Decisions	3	■		Offered in spring only
MMTG 35023 Customer Analysis	3	■		Offered in spring only
MMTG 35026 Decision-Making Skill Enhancement Laboratory	1	■		Offered in spring only
ENG 30063 Business and Professional Writing	3	■		
General Electives (lower or upper division)	6			Should fulfill diversity requirement if not satisfied earlier; see note 2 below
Semester Seven: [13-16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 45020 Competitive Market Analysis	3	■		Offered in fall only
MMTG 45026 Personal Selling Methods and Practices Lab	1	■		Offered in fall only
MMTG 45030 Channel Management	3	■		Offered in fall only
General Electives (lower or upper division)	6-9			8 credits are required if MATH 11012 was taken; see note 2 below
Semester Eight: [12 Credit Hours]				
Required: minimum cumulative 2.50 GPA and completion of The Assurance of Learning Assessment given in MIS 44285				
MIS 44285 Integrated Business Policy and Strategy	3	■		
MMTG 45039 Promotion Management	3	■		Offered in spring only
MMTG 45040 Integrated Marketing Strategy	3	■		Offered in spring only
General Elective (upper division)	3	■		See note 2 below

Graduation Requirements Summary

Total Hours	Upper-Division Hours	Liberal Education Requirements Hours	Diversity Course Global / Domestic	Writing-Intensive	Minimum	
					Major GPA	Overall GPA
121	39	36	LER or General Electives	MMTG 35011	2.50	2.50

Note 1: Should students earn below a minimum C grade in MMTG 35011, they are required to repeat the course during the following fall semester to alleviate skill deficits, and they will not be eligible to progress in the major.

Note 2: Students may take or use any course at any level as long as the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 3 credit hours for courses in applied music and music ensembles (MUS courses with a second digit of 5, 6 or 7) combined may be counted toward the 121-total hour or 39-upper-division-hour graduation requirement. Non-business courses may be selected, provided there is minimum 6 credit hours in each of two different disciplines/departments. A minor (business or non-business) is encouraged. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean. Credit for ENG 11001 or 11002 or MATH 10023 or 10024 may apply only toward lower-division non-business electives.

Special notes for major:

- Students are admitted into marketing major in fall semester only.
- Admission of maximum 60 students into the marketing major each fall semester, using a target 2.50 GPA.
- The curriculum is to be taken in sequence. Not all courses are offered each semester. Students should obtain from the department a copy of the schedule of course sequencing.
- Normally, MMTG courses may be repeated only once. Exceptions require the approval of the department chair and the assistant dean of the college.
- Only three managerial marketing major (3/45000) courses may be repeated and counted toward the major. Exceptions require the approval of the department chair. All attempts count in the computation of the major, upper-division business and cumulative GPA.

Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.