

## SUGGESTED THREE-YEAR GRADUATION PLAN



### Marketing – Bachelor of Business Administration

[BU-BBA-MKTG]

College of Business Administration

Department of Marketing and Entrepreneurship

Catalog Year: 2012–2013

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses and milestones designated as critical (in boldface and shaded areas) must be completed in the semester listed to ensure a timely graduation.

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
<b>Post-Secondary Coursework or Credit By Examination Upon Entry as a Freshman: [30 Credit Hours]</b>					
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Social Sciences
MATH 11010 Algebra for Calculus	3		C		Fulfills Kent Core Mathematics and Critical Reasoning
Kent Core Composition	6				See list of Kent Core courses that can be earned through AP, CLEP or CBE exams on page 3
Kent Core Humanities or Fine Arts	9				
Kent Core Social Sciences	3				
Kent Core Basic Sciences	3				
General Electives (lower or upper division)	3				See note 3 on page 2
<b>Semester One: [16 Credit Hours]</b>					
BUS 10123 Exploring Business	3				
COMM 15000 Introduction to Human Communication	3		C		Fulfills Kent Core Additional
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Additional: credit for course may be earned through AP or CLEP
MIS 24053 Introduction to Computer Applications	3				
US 10097 Destination Kent State: First Year Experience	1				Not required for transfer students with 25 credits
Kent Core Requirement	3				See Kent Core Summary on page 2
<b>Semester Two: [15-17 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA by the end of this semester</b>					
<b>MKTG 25010 Principles of Marketing</b>	<b>3</b>		<b>C</b>		<b>Credit for course may be earned through CLEP</b>
ACCT 23020 Introduction to Financial Accounting	3				Credit for course may be earned through CLEP
MATH 11012 Intuitive Calculus or MATH 12002 Analytic Geometry and Calculus I	3-5				Fulfills Kent Core Additional: credit for MATH 11012 may be earned through AP or CLEP
MIS 24163 Principles of Management	3				Credit for course may be earned through CLEP
General Electives (lower or upper division)	3				
<b>Semester Three: [15 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA</b>					
<b>MKTG 35030 Marketing Applications</b>	<b>3</b>	■	<b>C</b>	■	<b>See note 1 on page 2</b>
ACCT 23021 Introduction to Managerial Accounting	3				
MIS 24056 Fundamentals of Business Statistics	3				
Major Electives	3	■		■	See note 2 on page 2
General Electives (lower or upper division)	3				See note 3 on page 2
<b>Semester Four: [15 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA</b>					
ENG 30063 Business and Professional Writing	3	■			
FIN 26074 Legal Environment of Business	3				Credit for course may be earned through CLEP
FIN 36053 Business Finance	3	■			
MIS 34060 Operations Management	3	■			
MKTG 35035 Consumer Behavior	3	■		■	
<b>Semester Five: [15 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA</b>					
<b>Major Electives</b>	<b>3</b>	■		■	<b>See note 2 on page 2</b>
MKTG 35050 Marketing Research	3	■		■	
MKTG 45046 Personal Selling	3	■		■	
General Electives (lower or upper division)	6				Should fulfill diversity requirement if not satisfied earlier; see note 3 on page 2

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**Critical requirements are boldface in shaded areas.**

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
<b>Semester Six: [15 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA and completion of The Assurance of Learning Assessment given in MIS 44285</b>					
MIS 44285 Integrated Business Policy and Strategy	3	■			
MKTG 45084 Marketing Policies and Strategies	3	■	C	■	Fulfills writing-intensive course requirement; fulfills experiential learning requirement
Major Electives	3	■		■	
General Electives (upper division)	6	■			Number of credits required depends on meeting minimum 121 credit hours and minimum 39 upper-division hours; see note 3 below

### Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Kent Core Hours	Global / Domestic Diversity Course	Writing-Intensive	Experiential Learning	Minimum Major GPA	Minimum Overall GPA
121	39	36	Kent Core or General Electives	MKTG 45084	MKTG 45084 or MKTG 45292	2.500	2.500

### Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
<b>Composition (6-8 credit hours)</b> <i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>	Enrollment based on placement test; a grade of C is required in ENG 21011.	6-8
<b>Mathematics and Critical Reasoning (3-5 credit hours)</b>	Fulfilled in this major with MATH 11010.	0
<b>Humanities and Fine Arts (9 credit hours)</b> <i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i>	May fulfill diversity requirement	9
<b>Social Sciences (6 credit hours)</b> <i>Must be selected from two curricular areas</i>	3 credits are fulfilled in this major with ECON 22060; May fulfill diversity requirement	3
<b>Basic Sciences (6-7 credit hours)</b> <i>Must include one laboratory</i>		6-7
<b>Additional (6 credit hours)</b> <i>Must be selected from two Kent Core categories</i>	Fulfilled in this major with ECON 22061, COMM 15000 and either MATH 11012 or 12002.	0

**Note 1:** Students must take MKTG 35030 as the first course in the major and earn minimum C grade to continue in the major. MKTG 35030 may be taken concurrently with MKTG 35035 or 35050. Should students earn below a minimum C grade in MKTG 35030, they are required to repeat the course, with a maximum of three repeats.

**Note 2: Major Electives (9 credit hours), choose from the following:**

ENTR 27056 Introduction to Entrepreneurship	3	MKTG 45091 Marketing Seminar	1-4
MKTG 45045 Advertising and Promotion Management	3	MKTG 45095 Special Topics in Marketing	1-4
MKTG 45047 Advanced Professional Selling	3	MKTG 45096 Individual Investigation in Marketing	1-3
MKTG 45060 International Marketing	3	MKTG 45292 Marketing Internship*	1-6
MKTG 45082 Service, Retail and Web-Based Marketing	3		*Fulfills experiential learning requirement

**Note 3:** 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 4 credit hours of physical education activity (PEB) courses and maximum 4 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. 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 toward general electives.

### Special notes for the major:

- Only three marketing major (3/45000) courses may be repeated and counted toward the marketing major. All attempts count in the computation of the major and cumulative GPA.
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken Sales in Entrepreneurship Venture (ENTR 37045), are not required to take Personal Selling (MKTG 45046) for the Marketing Major or the Personal Selling Methods and Practices Lab (MMTG 45026) for the Managerial Marketing major; however, a Marketing or Managerial Marketing major cannot waive the required ENTR 37045 by taking either MKTG 45046 or MMTG 45026.

## Kent Core Courses That Can Be Earned Through Exams

**LEGEND:** G – Global Diversity; D – Domestic Diversity; LAB – Laboratory

				Minimum AP score <sup>1</sup>	Minimum CLEP score <sup>2</sup>	Minimum CBE score <sup>3</sup>
<b>COMPOSITION</b>						
ENG	11011	College Writing I (3)		3	50	C
ENG	21011	College Writing II (3)				C
<b>MATHEMATICS AND CRITICAL REASONING</b>						
CS	10051	Introduction to Computer Science (4)		3		
MATH	11010	Algebra for Calculus (3)			50	
MATH	11012	Intuitive Calculus (3)				C
MATH	12002	Analytic Geometry and Calculus I (5)		3	50	C
MATH	14001	Basic Mathematical Concepts I (4)				C
MATH	14002	Basic Mathematical Concepts II (4)				C
PHIL	21002	Introduction to Formal Logic (3)				C
<b>HUMANITIES AND FINE ARTS</b>						
<b>Humanities in Arts and Sciences</b>						
ENG	22073	Major Modern Writers: British and United States (3)		3	50	
G HIST	11050	History of Civilization I (3)		3		C
G HIST	11051	History of Civilization II (3)		3		C
D HIST	12070	History of the United States: The Formative Period (3)		3	50	C
D HIST	12071	History of the United States: The Modern Period (3)		3	50	C
HIST	1xxxx	European History (3)		3		
<b>Fine Arts</b>						
ARCH	10012	Survey of Architectural History II (3)				C
ARTH	22006	Art History I: Ancient and Medieval Art (3)		3		
MUS	22111	The Understanding of Music (3)				C
G MUS	22121	Music as a World Phenomenon (3)				C
<b>SOCIAL SCIENCES</b>						
ECON	22060	Principles of Microeconomics (3)		3	50	
ECON	22061	Principles of Macroeconomics (3)		3	50	
GEOG	10160	Introduction to Geography (3)				C
G GEOG	17063	World Geography (3)				C
D GEOG	17064	Geography of the United States and Canada (3)				C
G GEOG	22061	Human Geography (3)		3		
G POL	10004	Comparative Politics (3)		3		
D POL	10100	American Politics (3)		3	50	
D PSYC	11762	General Psychology (3)		3	50	
D PSYC	20651	Child Psychology (3)			50	
D SOC	12050	Introduction to Sociology (3)			50	
<b>BASIC SCIENCES</b>						
BSCI	10110	Biological Diversity (4)		3	50	
BSCI	10120	Biological Foundations (4)		4	50	
LAB BSCI	11010	Anatomy and Physiology I for Allied Health (3)				C
LAB BSCI	11020	Anatomy and Physiology II for Allied Health (3)				C
CHEM	10030	Chemistry in Our World (3)				C
CHEM	10050	Fundamentals of Chemistry (3)				C
CHEM	10052	Introduction to Organic Chemistry (2)				C
CHEM	10054	General and Elementary Organic Chemistry (5)				C
CHEM	10060	General Chemistry I (4)		3	50	C
CHEM	10061	General Chemistry II (4)		5	50	C
LAB CHEM	10062	General Chemistry I Laboratory (1)		4		
GEOL	11040	Earth Dynamics (3)				C
GEOL	11042	Earth History (3)				C
GEOL	21062	Environmental Geology (3)		3		C
GEOL	21080	Oceanography (3)				C
PHY	11030	Seven Ideas that Shook the Universe (3)				C
PHY	13001	General College Physics I (4)		3		C
PHY	13002	General College Physics II (4)		3		C
PHY	13011	College Physics I (2)				C
PHY	13012	College Physics II (2)				C
LAB PHY	13021	General College Physics Laboratory I (1)		3		
LAB PHY	13022	General College Physics Laboratory II (1)		3		
PHY	21040	Physics in Entertainment and the Arts (3)				C
PHY	21430	Frontiers in Astronomy (3)				C
PHY	23101	General University Physics I (5)		3		C
PHY	23102	General University Physics II (5)		3		C

- For more information on AP at Kent state, visit [www.kent.edu/honors/academicsandresearch/advanced-placement.cfm](http://www.kent.edu/honors/academicsandresearch/advanced-placement.cfm).
- For more information on CLEP at Kent State, visit [www.kent.edu/career/testing/clep](http://www.kent.edu/career/testing/clep).
- For more information on CBE at Kent State, visit [www.kent.edu/registrar/info/cbe.cfm](http://www.kent.edu/registrar/info/cbe.cfm).

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