



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
Semester One: [16 Credit Hours]					
MATH 11010 Algebra for Calculus	3		C		Fulfills Kent Core Mathematics and Critical Reasoning
BUS 10123 Exploring Business	3				
COMM 15000 Introduction to Human Communication	3		C		Fulfills Kent Core Additional
US 10097 Destination Kent: First Year Experience	1				Not required for transfer students with 25 credits
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Semester Two: [15-17 Credit Hours]					
MATH 11012 Intuitive Calculus <i>or</i> MATH 12002 Analytic Geometry and Calculus I	3-5				Fulfills Kent Core Additional
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Social Sciences
MIS 24053 Introduction to Computer Applications	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Semester Three: [15 Credit Hours]					
MIS 24056 Fundamentals of Business Statistics	3				
ACCT 23020 Introduction to Financial Accounting	3				
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Additional
MIS 24163 Principles of Management	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Four: [15 Credit Hours]					
MKTG 25010 Principles of Marketing	3		C		
ACCT 23021 Introduction to Managerial Accounting	3				
FIN 26074 Legal and Regulatory Environment of Business	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	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	■			
Kent Core Requirement	3				See Kent Core Summary on page 2
General Elective (lower or upper division)	3				Should fulfill diversity requirement if not satisfied earlier
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	■		■	
MMTG 35026 Decision-Making Skill Enhancement Laboratory	1	■		■	
ENG 30063 Business and Professional Writing	3	■			
General Electives (lower or upper division)	6				See note 2 below



Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
Semester Seven: [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 Laboratory	1	■		■	
MMTG 45030 Channel Management	3	■		■	
General Electives (lower or upper division)	9				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					
MMTG 45039 Promotion Management	3	■		■	Offered in spring only
MMTG 45040 Integrated Marketing Strategy	3	■		■	
MIS 44285 Integrated Business Policy and Strategy	3	■			
General Elective (upper division)	3	■			Number of credits required depends on meeting minimum 121 credit hours and minimum 39 upper-division hours

Graduation Requirements Summary

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

Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
Composition (6-8 credit hours) <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
Mathematics and Critical Reasoning (3-5 credit hours)	Fulfilled in this major with MATH 11010.	0
Humanities and Fine Arts (9 credit hours) <i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i>	May fulfill diversity requirement	9
Social Sciences (6 credit hours) <i>Must be selected from two curricular areas</i>	3 credits are fulfilled in this major with ECON 22060; May fulfill diversity requirement	3
Basic Sciences (6-7 credit hours) <i>Must include one laboratory</i>		6-7
Additional (6 credit hours) <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: 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 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 major:

- Students are admitted into managerial marketing major in fall semester only.
- 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.
- 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

Students must complete a minimum 36 credit hours of the Kent Core. Certain courses required in programs and in student's major field may also fulfill the Kent Core. Honors equivalents shall satisfy the Kent Core. None of the courses on the Kent Core list may be taken with a pass/fail grade. Visit www.kent.edu/catalog/kent-core for course list.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the Kent Core. The second course may be taken as a second Kent Core, within a major or minor, or as a general elective; or, with dean's approval, by completing one semester of study in another country. Visit www.kent.edu/catalog/diversity for course list.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade. Visit www.kent.edu/catalog/wic for course list.

Upper-Division Requirement

Students must complete a minimum 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.

