KENT STATE UNIVERSITY

Roadmap: Marketing – Bachelor of Business Administration

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 State: FYE	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 _or_ 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]					
ACCT 23020 Introduction to Financial Accounting	3				
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Additional
MIS 24056 Fundamentals of Business Statistics	3				
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: [# Credit Hours]					
Required: minimum cumulative 2.50 GPA					
MKTG 35030 Marketing Applications	**3**	■	**C**	■	**See note 1 on page 2**
MKTG 35035 Consumer Behavior	3	■		■	
FIN 36053 Business Finance	3	■			
MIS 34060 Operations Management	3	■			
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Six: [15 Credit Hours]					
Required: minimum cumulative 2.50 GPA					
Major Electives	**3**	■		■	**See note 2 on page 2**
MKTG 35050 Marketing Research	3	■		■	
ENG 30063 Business and Professional Writing	3	■			
General Electives (lower or upper division)	6				Should fulfill diversity requirement if not satisfied earlier; see note 3 on page 2

Critical requirements are boldface in shaded areas.

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
Semester Seven: [15 Credit Hours]					
Required: minimum cumulative 2.50 GPA					
Major Electives	**3**	■		■	**See note 2**
MKTG 45046 Personal Selling	3	■		■	
General Electives (lower or upper division)	9				See note 3 below
Semester Eight: [15 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	■			
MKTG 45084 Marketing Policies and Strategies	3	■	C	■	Fulfills writing-intensive course requirement
Major Electives	3	■		■	
General Electives (3 credits must be upper division)	6	■			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	MKTG 45084	2.50	2.50

Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
Composition (6-8 credit hours) *ENG 11002, 11011, 21011; HONR 10197, 10297*	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) *Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts*	May fulfill diversity requirement	9
Social Sciences (6 credit hours) *Must be selected from two curricular areas*	3 credits are fulfilled in this major with ECON 22060; May fulfill diversity requirement	3
Basic Sciences (6-7 credit hours) *Must include one laboratory*		6-7
Additional (6 credit hours) *Must be selected from two Kent Core categories*	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 45082 Service, Retail and Web-Based Marketing	3
MKTG 40093 Variable Title Workshop in Marketing	1-6	MKTG 45091 Marketing Seminar	3
MKTG 45045 Advertising and Promotion Management	3	MKTG 45096 Individual Investigation in Marketing	3
MKTG 45047 Advanced Professional Selling	3	MKTG 45292 Marketing Internship	3
MKTG 45060 International Marketing	3		

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
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.