



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				See note 4 on page 3
COMM 15000 Introduction to Human Communication	3		C		Fulfills Kent Core Additional
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
Kent Core Requirement	3				
Semester Two: [15-17 Credit Hours]					
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Social Sciences
MATH 11012 Intuitive Calculus or MATH 12002 Analytic Geometry and Calculus I	3-5				Fulfills Kent Core Additional
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				See note 5 on page 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 Environment of Business	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Semester Five: [15 Credit Hours]					
Required for progression in the major: Minimum 2.500 cumulative GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010.					
MKTG 35030 Marketing Applications	3	■	C	■	See note 1 on page 2
FIN 36053 Business Finance	3	■			
MKTG 35035 Consumer Behavior	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 2.500 GPA					
Major Electives	3	■		■	See note 2 on page 2
ENG 30063 Business and Professional Writing	3	■			
MKTG 35050 Marketing Research	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 2.500 GPA					
Major Electives	3	■		■	See note 2 below
MKTG 45046 Personal Selling	3	■		■	
General Electives (lower or upper division)	9				See note 3 below
Semester Eight: [15 Credit Hours]					
Required: minimum cumulative 2.500 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; fulfills experiential learning requirement
Major Electives	3	■		■	See note below
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	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
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: 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.



Note 4: A student may be waived out of BUS 10123 Exploring Business if:

- 30 or more hours have been earned **and** any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053) have successfully been completed.
- 60 or more hours have been earned **and** the student has completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053)
- At the advisor's discretion, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

Note 5: Students who have taken MATH 10041 for another program may use it as a substitute for MIS 24056

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.

Experiential Learning Requirement

To provide students with direct engagement in learning experiences that promote academic relevance, meaning and an understanding of real-world issues, students must complete this requirement at Kent State, either as a for-credit course or as a non-credit, non-course experience approved by the appropriate faculty member. Visit www.kent.edu/catalog/elr 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.

