



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]					
BUS 10123 Exploring Business	3				See note 1 on page 2
COMM 15000 Introduction to Human Communication	3		C		Fulfills Kent Core Additional
MATH 11010 Algebra for Calculus	3		C		Fulfills Kent Core Mathematics and Critical Reasoning
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]					
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 2 on page 2
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				
BUS 30123 Professional Business Practice	3	■			See note 3 on page 2
FIN 26074 Legal Environment of Business	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Five: [16 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.					
MMTG 35011 Marketing Tools	3	■	C	■	Fulfills writing-intensive requirement: offered in fall only; see note 4 on page 2
MMTG 35024 Marketing Tools 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 2.500 GPA					
MMTG 35021 Research for Marketing Decisions	3	■		■	Offered in spring only
MMTG 35023 Customer Analysis	3	■		■	
MMTG 35026 Marketing Research Laboratory	1	■		■	
Kent Core Requirement	3				See Kent Core Summary on page 2
General Electives (lower or upper division)	6				See note 5 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: [16 Credit Hours]					
Required: minimum cumulative 2.500 GPA					
MMTG 45020 Competitive Market Analysis	3	■		■	Offered in fall only
MMTG 45026 Marketing Communications Laboratory	1	■		■	
MMTG 45030 Sales and Sales Management	3	■		■	
General Electives (lower or upper division)	9				See note 2 below
Semester Eight: [12 Credit Hours]					
Required: minimum cumulative 2.500 GPA and completion of The Assurance of Learning Assessment given in MIS 44285					
MMTG 45039 Promotion Management	3	■		■	Offered in spring only; MMTG 45040 fulfills experiential learning requirement
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	Global / Domestic Diversity Course	Writing-Intensive	Experiential Learning	Minimum Major GPA	Minimum Overall GPA
121	39	36	Kent Core or General Electives	MMTG 35011	MMTG 45040	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)	Fulfilled in this major with ECON 22061, COMM 15000 and either MATH 11012 or 12002.	0

Note 1: A student changing to the College of Business Administration or transferring 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 discretion of the Dean's Office, 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 2: Students who have taken MATH 10041 for another program may use it as a substitute for MIS 24056

Note 3: Students who have transferred ENG 30063 from another institution may use it as a substitute for BUS 30123.

Note 4: 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 5: 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.



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 Managerial Marketing, and who have taken Sales in the Entrepreneurial Venture (ENTR 37045), are not required to take Sales and Sales Management (MMTG 45030 for the Managerial Marketing major. However, a double major in entrepreneurship and Managerial Marketing cannot waive ENTR 37045 by taking MMTG 45030.
- Managerial Marketing majors who are also majoring in Entrepreneurship and who have taken Marketing Tools (MMTG 35011) are not required to take Entrepreneurial Tools (ENTR 37040); however, an Entrepreneurship major cannot waive the required MMTG 35011 course by taking ENTR 37040 because MMTG 35011 is a writing-intensive course.

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.