

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

Critical	Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Attribute	Notes
Semester One [16 Credits]						
	BUS 10123 Exploring Business ¹	3				
	COMM 15000 Introduction to Human Communication	3	C		KAD	
	MATH 11010 Algebra for Calculus	3	C		KMC	
	UC 10097 Destination Kent State: First Year Experience ²	1				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Two [15-17 Credits]						
	ECON 22060 Principles of Microeconomics	3			KSS	
	MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5)	3-5			KMC	
	MIS 24053 Introduction to Computer Applications	3				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Three [15 Credits]						
	ACCT 23020 Introduction to Financial Accounting	3				
	ECON 22061 Principles of Macroeconomics	3			KSS	
	FIN 26074 Legal Environment of Business	3				
	MIS 24163 Principles of Management	3				
	Kent Core Requirement	3				
Semester Four [15 Credits]						
!	MKTG 25010 Principles of Marketing	3	C			
	ACCT 23021 Introduction to Managerial Accounting	3				
	MIS 24056 Fundamentals of Business Statistics ³	3				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Five [15 Credits]						
Required for progression in the major: Minimum 2.500 overall GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010.						
!	MKTG 35030 Marketing Applications ^{4,5}	3	C	■		
	MKTG 35035 Consumer Behavior ⁵	3		■		
	MKTG 35050 Marketing Research ⁵	3		■		
	MIS 34060 Operations Management	3				
	Kent Core Requirement	3				
Semester Six [15 Credits]						
Required: minimum overall 2.500 GPA						
!	Major Electives ⁸	3		■		
	BUS 30061 Business Professional Practices ⁶	1				
	ENG 30061 Writing in Business ⁶	2				
	FIN 36053 Business Finance	3				
	General Electives ⁹	6				
Semester Seven [15 Credits]						
Required: minimum overall 2.500 GPA						
!	Major Electives ⁸	3		■		
	MKTG 45046 Personal Selling	3		■		
	General Electives ⁹	9				
Semester Eight [14 Credits]						
Required: minimum overall 2.500 GPA and completion of The Assurance of Learning Assessment given in MIS 44285						
	MKTG 45084 Marketing Policies and Strategies	3	C ⁷	■	ELR/WIC	
	MIS 44285 Integrated Business Policy and Strategy	3				
	Major Electives ⁸	3		■		
	General Electives ⁹	5				

Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours 30000 – 40000 level course	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
120	39	36	2.500	2.500

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 successfully 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.
2. UC 10097 is not required of transfer students with 25 credits (excluding College Credit Plus) or students age 21+ at time of admission.
3. If a student has taken MATH 10041 Elementary Probability and Statistics they may use it in place of MIS 24056.
4. Students must take MKTG 35030 as the first course in the major and earn a 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.
5. Students who change their major from managerial marketing to marketing, may use MMTG 35011 in place of MKTG 35030, MMTG 35021 in place of MKTG 35050 and MMTG 35023 in place of MKTG 35035.
6. BUS 30061 and ENG 30061 should be taken concurrently. Students who have transferred ENG 30063 from another institution may use it as a substitute for ENG 30061.
7. A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.

8. Major Selected courses (9 credit hours)

Choose from the following:

ENTR 27056 Introduction to Entrepreneurship (3)	MKTG 45091 Marketing Seminar (1 - 4)
MKTG 35056 Social Media Marketing (3)	MKTG 45095 Special Topics in Marketing (1 - 4)
MKTG 45045 Advertising and Promotion Management (3)	MKTG 45096 Individual Investigation in Marketing (1 - 3)
MKTG 45047 Advanced Professional Selling (3)	MKTG 45187 International Experience in Marketing (3)
MKTG 45060 International Marketing (3)	MKTG 45192 Sales Internship (3) <i>ELR</i>
MKTG 45082 Services Marketing (3)	MKTG 45292 Marketing Internship (1 - 6) <i>ELR</i>

9. 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 120-total hour or 39-upper-division-hour graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PEB, applied music and ensemble music restriction and they satisfy the 39 hour upper-division requirements. 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.

Program Policies:

- 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 overall GPA.
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken Sales in the Entrepreneurial Venture (ENTR 37045), are not required to take Personal Selling (MKTG 45046) for the Marketing major or Sales and Sales Management (MMTG 45030) for the Managerial Marketing major or minor. However, a double major in Entrepreneurship and Marketing or Managerial Marketing cannot waive ENTR 37045 by taking either MKTG 45046 or MMTG 45030.

University Requirements: Bachelor's degree-seeking students must meet Kent Core (general education requirements), diversity, writing-intensive and experiential learning requirements. For more information about these requirements, please read the following sections in the University Catalog: Kent Core – www.kent.edu/catalog/kent-core; Diversity Course Requirement – www.kent.edu/catalog/diversity; Writing-Intensive Course Requirement – www.kent.edu/catalog/wic; Experiential Learning Requirement – www.kent.edu/catalog/elr.

Attribute Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts; **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive