

Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester One: [16 Credit Hours]				
MATH 11010 Algebra for Calculus	3		C	Fulfills LER Mathematics and Critical Reasoning
BUS 10123 Exploring Business	3			Fulfills Pre-Major Business requirement
COMM 15000 Introduction to Human Communication	3		C	Fulfills LER Additional
US 10097 Destination Kent State: FYE	1			Not required for transfer students with 25 credits
LER Humanities or Fine Arts	3			Should fulfill diversity requirement; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
LER Social Sciences	3			
Semester Two: [15-17 Credit Hours]				
MATH 11012 Intuitive Calculus or MATH 12002 Analytic Geometry and Calculus I	3-5			Fulfills PRE-Major Additional Mathematics requirement
ECON 22060 Principles of Microeconomics	3			Fulfills LER Social Sciences
ENG 11011 College Writing I	3		C	Enrollment based on placement tests; fulfills LER Composition
MIS 24053 Introduction to Computer Applications	3			Fulfills LER Pre-Major Business requirement
LER Basic Sciences	3			Visit www.kent.edu/catalog and search “LER” for course list
Semester Three: [15 Credit Hours]				
ACCT 23020 Introduction to Financial Accounting	3			Fulfills Pre-Major Business requirement; must have 28 credit hours to register
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
ENG 21011 College Writing II	3		C	Fulfills LER Composition
MIS 24056 Fundamentals of Business Statistics	3			Fulfills Pre-Major Business requirement
MIS 24163 Principles of Management	3			Fulfills Pre-Major Business requirement
Semester Four: [15-16 Credit Hours]				
MKTG 25010 Marketing	3		C	Fulfills Pre-Major Business requirement
ACCT 23021 Introduction to Managerial Accounting	3			Fulfills Pre-Major Business requirement
FIN 26074 Legal and Regulatory Environment of Business	3			Fulfills Pre-Major Business requirement
LER Basic Sciences	2-3			Visit www.kent.edu/catalog and search “LER” for course list
LER Basic Sciences Laboratory	1			
LER Humanities	3			Should fulfill diversity requirement; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
Semester Five: [15 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MKTG 35030 Marketing Applications	3	■	C	See note 1 below
MKTG 35035 Consumer Behavior	3	■		
FIN 36053 Business Finance	3	■		
MIS 34060 Operations Management	3	■		
LER Fine Arts	3			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester Six: [15 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MKTG 35050 Marketing Research	3	■		
MKTG 45060 International Marketing	3	■		
ENG 30063 Business and Professional Writing	3	■		
General Electives (lower or upper division)	6			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search "LER" and "diversity" for course lists; see note 2 below
Semester Seven: [12-15 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MKTG 45045 Advertising and Promotion Management	3	■		
MKTG 45046 Personal Selling and Sales Management	3	■		
General Electives (lower or upper division)	6-9			8 credits are required if MATH 11012 was taken; see note 2 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 45082 Service, Retail and Web-Based Marketing	3	■		
MKTG 45084 Marketing Policies and Strategies	3	■	C	Fulfills writing-intensive course requirement
General Electives (3 credits must be upper division)	6	■		See note 2 below

Graduation Requirements Summary

Total Hours	Upper-Division Hours	Liberal Education Requirements Hours	Diversity Course Global / Domestic	Writing-Intensive	Minimum	
					Major GPA	Overall GPA
121	39	36	LER or General Electives	MKTG 45084	2.50	2.50

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: 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 3 credit hours of physical education activity (PEB) courses and maximum 3 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. Non-business courses may be selected, provided there is minimum 6 credit hours in each of two different disciplines/departments. 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 only toward lower-division non-business electives.

Special notes for the major:

- Admission of maximum 90 students into the marketing major each academic year, with a target minimum cumulative 2.50 GPA. Class performance in MKTG 25010 is taken into consideration in the admission process.
- Normally, a marketing major course may be repeated only once. Exceptions require the approval of the department chair and the assistant dean of the college.
- Only three of 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.

Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 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.