

## SUGGESTED THREE-YEAR GRADUATION PLAN



### Managerial Marketing – Bachelor of Business Administration

[BU-BBA-MMTG]

College of Business Administration

Department of Marketing and Entrepreneurship

Catalog Year: 2013-2014

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
<b>Post-Secondary Coursework or Credit By Examination Upon Entry as a Freshman: [30 Credit Hours]</b>					
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Social Sciences
MATH 11010 Algebra for Calculus	3		C		Fulfills Kent Core Mathematics and Critical Reasoning
Kent Core Composition	6		C		A minimum grade of C is required in ENG 21011
Kent Core Humanities and Fine Arts	9				
Kent Core Social Sciences	3				See list of Kent Core courses that can be earned through AP, CLEP or CBE exams on page 4
Kent Core Basic Sciences	3				
General Electives (lower or upper division)	3				See note 2 on page 2
<b>Semester One: [16 Credit Hours]</b>					
BUS 10123 Exploring Business	3				See note 3 on page 2
COMM 15000 Introduction to Human Communication	3		C		Fulfills Kent Core Additional
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Additional
MIS 24053 Introduction to Computer Applications	3				
US 10097 Destination Kent: First Year Experience	1				Not required for transfer students with 25 credits
Kent Core Basic Sciences with a laboratory	3				See Kent Core Summary on page 2
<b>Semester Two: [15-17 Credit Hours]</b>					
<b>Required: Minimum 2.500 cumulative GPA by the end of this semester</b>					
<b>MKTG 25010 Principles of Marketing</b>	<b>3</b>		<b>C</b>		
FIN 26074 Legal Environment of Business	3				
MATH 11012 Intuitive Calculus or MATH 12002 Analytic Geometry and Calculus I	3-5				Fulfills Kent Core Additional
MIS 24163 Principles of Management	3				
General Electives (lower or upper division)	3				See note 2 on page 2
<b>Semester Three: [16 Credit Hours]</b>					
<b>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.</b>					
<b>MMTG 35011 Marketing Tools</b>	<b>3</b>	■	<b>C</b>	■	<b>Fulfills writing-intensive requirement: offered in fall only; see note 1 on page 2</b>
<b>MMTG 35024 Marketing Tools Laboratory</b>	<b>1</b>	■		■	<b>Offered in fall only</b>
ACCT 23020 Introduction to Financial Accounting	3				
MIS 24056 Fundamentals of Business Statistics	3				See note 4 on page 3
General Electives (lower or upper division)	6				See note 2 on page 2
<b>Semester Four: [16 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA</b>					
<b>MMTG 35021 Research for Marketing Decisions</b>	<b>3</b>	■		■	<b>Offered in spring only</b>
<b>MMTG 35023 Customer Analysis</b>	<b>3</b>	■		■	
<b>MMTG 35026 Marketing Research Laboratory</b>	<b>1</b>	■		■	
ACCT 23021 Introduction to Managerial Accounting	3				
MIS 34060 Operations Management	3	■			
General Electives (lower or upper division)	3				See note 2 on page 2

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#### Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
<b>Semester Five: [16 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA</b>					
<b>MMTG 45020 Competitive Market Analysis</b>	<b>3</b>	■		■	<b>Offered in fall only</b>
<b>MMTG 45026 Marketing Communications Laboratory</b>	<b>1</b>	■		■	
<b>MMTG 45030 Sales and Sales Management</b>	<b>3</b>	■		■	
BUS 30123 Professional Business Practice	3	■			See note 5 on page 3
FIN 36053 Business Finance	3	■			
General Electives (lower or upper division)	3				See note 2 below
<b>Semester Six: [12 Credit Hours]</b>					
<b>Required: minimum cumulative 2.500 GPA and completion of The Assurance of Learning Assessment given in MIS 44285</b>					
<b>MMTG 45039 Promotion Management</b>	<b>3</b>	■		■	<b>Offered in spring only; MMTG 45040 fulfills experiential learning requirement</b>
<b>MMTG 45040 Integrated Marketing Strategy</b>	<b>3</b>	■		■	
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
<b>Composition (6-8 credit hours)</b> <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
<b>Mathematics and Critical Reasoning (3-5 credit hours)</b>	Fulfilled in this major with MATH 11010.	0
<b>Humanities and Fine Arts (9 credit hours)</b> <i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i>	May fulfill diversity requirement	9
<b>Social Sciences (6 credit hours)</b> <i>Must be selected from two curricular areas</i>	3 credits are fulfilled in this major with ECON 22060; May fulfill diversity requirement	3
<b>Basic Sciences (6-7 credit hours)</b> <i>Must include one laboratory</i>		6-7
<b>Additional (6 credit hours)</b>	Fulfilled in this major with ECON 22061, COMM 15000 and either MATH 11012 or 12002.	0

**Note 1:** 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 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 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 3:** 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)

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- 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 4:** Students who have taken MATH 10041 for another program may use it as a substitute for MIS 24056

**Note 5:** Students who have transferred ENG 30063 from another institution may use it as a substitute for BUS 30123.

#### 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.
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## Kent Core Courses That Can Be Earned Through Exams

**LEGEND:** G – Global Diversity; D – Domestic Diversity; LAB – Laboratory

				Minimum AP score	Minimum CLEP score	Minimum CBE score
<b>COMPOSITION</b>						
ENG	11011	College Writing I (3)		3	50	C
ENG	21011	College Writing II (3)				C
<b>MATHEMATICS AND CRITICAL REASONING</b>						
CS	10051	Introduction to Computer Science (4)		3		
MATH	11010	Algebra for Calculus (3)			50	
MATH	11012	Intuitive Calculus (3)				C
MATH	12001	Algebra and Trigonometry (5)			50	C
MATH	12002	Analytic Geometry and Calculus I (5)		3	50	C
MATH	14001	Basic Mathematical Concepts I (4)				C
MATH	14002	Basic Mathematical Concepts II (4)				C
<b>HUMANITIES AND FINE ARTS</b>						
<b>Humanities in Arts and Sciences</b>						
ENG	22073	Major Modern Writers: British and United States (3)		3	50	
G HIST	11050	World History: Ancient and Medieval (3)		3		C
G HIST	11051	World History: Modern (3)		3		C
D HIST	12070	History of the United States: The Formative Period (3)		3	50	C
D HIST	12071	History of the United States: The Modern Period (3)		3	50	C
HIST	1xxxx	European History (3)		3		
<b>Fine Arts</b>						
ARCH	10012	Survey of Architectural History II (3)				C
ARTH	22006	Art History I: Ancient and Medieval Art (3)		3		
MUS	22111	The Understanding of Music (3)				C
G MUS	22121	Music as a World Phenomenon (3)				C
<b>SOCIAL SCIENCES</b>						
ECON	22060	Principles of Microeconomics (3)		3	50	C
ECON	22061	Principles of Macroeconomics (3)		3	50	C
GEOG	10160	Introduction to Geography (3)				C
G GEOG	17063	World Geography (3)				C
D GEOG	17064	Geography of the United States and Canada (3)				C
G GEOG	22061	Human Geography (3)		3		
G POL	10004	Comparative Politics (3)		3		
D POL	10100	American Politics (3)		3	50	
D PSYC	11762	General Psychology (3)		3	50	
D PSYC	20651	Child Psychology (3)			50	
D SOC	12050	Introduction to Sociology (3)			50	
<b>BASIC SCIENCES</b>						
BSCI	10001	Human Biology (3)				C
BSCI	10002	Life on Planet Earth (3)				C
BSCI	10110	Biological Diversity (4)		3	50	
BSCI	10120	Biological Foundations (4)		4	50	
LAB BSCI	11010	Anatomy and Physiology I for Allied Health (3)				C
LAB BSCI	11020	Anatomy and Physiology II for Allied Health (3)				C
BSCI	20020	Biological Structure and Function (5)				C
CHEM	10030	Chemistry in Our World (3)				C
CHEM	10050	Fundamentals of Chemistry (3)				C
CHEM	10052	Introduction to Organic Chemistry (2)				C
CHEM	10054	General and Elementary Organic Chemistry (5)				C
CHEM	10060	General Chemistry I (4)		3	50	C
CHEM	10061	General Chemistry II (4)		5	50	C
LAB CHEM	10062	General Chemistry I Laboratory (1)		4		
GEOL	11040	Earth Dynamics (3)				C
GEOL	11042	Earth History (3)				C
GEOL	21062	Environmental Geology (3)		3		C
GEOL	21080	Oceanography (3)				C
PHY	11030	Seven Ideas that Shook the Universe (3)				C
PHY	12201	Technical Physics I (3)				C
PHY	12202	Technical Physics II (3)				C
PHY	13001	General College Physics I (4)		3		C
PHY	13002	General College Physics II (4)		3		C
PHY	13011	College Physics I (2)				C
PHY	13012	College Physics II (2)				C
LAB PHY	13021	General College Physics Laboratory I (1)		3		
LAB PHY	13022	General College Physics Laboratory II (1)		3		
PHY	21040	Physics in Entertainment and the Arts (3)				C
PHY	21430	Frontiers in Astronomy (3)				C
PHY	23101	General University Physics I (5)		3		C
PHY	23102	General University Physics II (5)		3		C

Visit the following websites for more information on the AP ([www.kent.edu/honors/academicsandresearch/advanced-placement.cfm](http://www.kent.edu/honors/academicsandresearch/advanced-placement.cfm)); CLEP ([www.kent.edu/career/testing/clep.cfm](http://www.kent.edu/career/testing/clep.cfm)); and CBE ([www.kent.edu/registrar/info/cbe.cfm](http://www.kent.edu/registrar/info/cbe.cfm)) at Kent State. Visit [www.kent.edu/catalog/kent-core](http://www.kent.edu/catalog/kent-core) for the full Kent Core course list.

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