



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 | Upper Div. | Min. Grade | Major GPA | Type | Term Taken |
|--|---|--------------|------------|------------|-----------|---------|------------|
| 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 | |
| | US 10097 Destination Kent State: First Year Experience ² | 1 | | | | | |
| | Kent Core Requirement | 3 | | | | | |
| | Kent Core Requirement | 3 | | | | | |
| Semester Two [15 Credits] | | | | | | | |
| | ECON 22060 Principles of Microeconomics | 3 | | | | KSS | |
| | MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5) | 3-5 | | | | KAD | |
| | 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 | | | | KAD | |
| | 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 cumulative GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010. | | | | | | | |
| ! | MKTG 35030 Marketing Applications ⁵ | 3 | ■ | C | ■ | | |
| | MKTG 35035 Consumer Behavior ⁵ | 3 | ■ | | ■ | | |
| | MKTG 35050 Marketing Research ⁴ | 3 | ■ | | ■ | | |
| | MIS 34060 Operations Management | 3 | ■ | | | | |
| | Kent Core Requirement | 3 | | | | | |
| Semester Six [15 Credits] | | | | | | | |
| Required: minimum cumulative 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 (minimum 6 upper-division credit hours) | 6 | ■ | | | | |
| Semester Seven [15 Credits] | | | | | | | |
| Required: minimum cumulative 2.500 GPA | | | | | | | |
| ! | Major Electives ⁸ | 3 | ■ | | ■ | | |
| | MKTG 45046 Personal Selling | 3 | ■ | | ■ | | |
| | General Electives ⁹ | 9 | | | | | |
| Semester Eight [14 Credits] | | | | | | | |
| 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 ⁷ | 3 | ■ | C | ■ | ELR/WIC | |
| | Major Electives ⁵ | 3 | ■ | | ■ | | |
| | General Electives ⁹ | 5 | | | | | |

Graduation Requirements Summary

| Minimum Total Hours | Minimum Upper-Division Hours | 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 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. US 10097 is not required of transfer students with 25 credits 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 in MKTG 45084 to fulfill the writing-intensive requirement.
8. Major Selected courses (9 credit hours)

Choose from the following:

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

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 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 Summary

| Type | Categories | Course(s) Satisfying Category | Remaining Requirements |
|------|---|---|------------------------|
| KCM | Kent Core I. Composition Enrollment based on placement test | a grade of C is required in ENG 21011; visit www.kent.edu/catalog/kent-core | 6 |
| KMC | Kent Core II. Mathematics and Critical Reasoning Enrollment based on placement test | MATH 11010 | fulfilled |
| KHU | Kent Core III. Humanities Minimum one course from humanities in Arts and Sciences; may fulfill diversity requirement | visit www.kent.edu/catalog/kent-core | 3 |
| KFA | Kent Core IV. Fine Arts Minimum one course from the fine arts; may fulfill diversity requirement | visit www.kent.edu/catalog/kent-core | 3 |
| KFH | Kent Core V. Humanities or Fine Arts One additional course from either the humanities or fine arts category, may fulfill diversity requirement. | visit www.kent.edu/catalog/kent-core | 3 |
| KSS | Kent Core VI. Social Sciences Must be selected from two curricular areas; may fulfill diversity requirement | ECON 22060 | 3 |
| KBS | Kent Core VII. Basic Sciences Must include one laboratory | visit www.kent.edu/catalog/kent-core | 6 |
| KAD | Kent Core VIII. Additional May fulfill diversity requirement | COMM 15000, ECON 22061, MATH 11012, MATH 12002 | fulfilled |
| DD | Domestic Diversity Course Requirement Either domestic or global diversity must be from Kent Core | visit www.kent.edu/catalog/diversity | one course |
| DG | Global Diversity Course Requirement Either domestic or global diversity must be from Kent Core | visit www.kent.edu/catalog/diversity | one course |
| ELR | Experiential Learning Requirement Either course or non-course experience approved by the appropriate faculty member | MKTG 45084 | fulfilled |
| WIC | Writing-Intensive Course Requirement Minimum C (2.000) grade | MKTG 45084 | fulfilled |