

SUGGESTED THREE-YEAR GRADUATION PLAN

Roadmap: Marketing - Bachelor of Business Administration

BU-BBA-MKTG

College of Business Administration

Department of Marketing and Entrepreneurship

Catalog Year: 2014-2015



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
Post-Secondary Coursework or Credit By Examination Upon Entry as a Freshman: [30 Credit Hours]							
	ECON 22060 Principles of Microeconomics ¹	3				KSS	
	MATH 11010 Algebra for Calculus ¹	3		C		KMC	
	Kent Core Composition ¹	6		C			
	Kent Core Humanities and Fine Arts ¹	9					
	Kent Core Social Sciences ¹	3					
	Kent Core Basic Sciences ¹	3					
	General Electives (lower or upper division) ¹	3					
Semester One [16 Credits]							
	BUS 10123 Exploring Business ²	3					
	COMM 15000 Introduction to Human Communication	3		C		KAD	
	ECON 22061 Principles of Macroeconomics	3				KAD	
	MIS 24053 Introduction to Computer Applications	3					
	US 10097 Destination Kent State: First Year Experience ³	1					
	Kent Core Basic Science with a laboratory	3					
Semester Two [15 Credits]							
Required: minimum cumulative 2.500 GPA by the end of this semester							
!	MKTG 25010 Principles of Marketing	3		C			
	ACCT 23020 Introduction to Financial Accounting	3					
	MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5)	3-5				KAD	
	MIS 24163 Principles of Management	3					
	General Electives ¹⁰	3					
Semester Three [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 ⁶	3	■	C	■		
	ACCT 23021 Introduction to Managerial Accounting	3					
	MIS 24056 Fundamentals of Business Statistics ⁴	3					
	Major Electives ⁹	3			■		
	General Electives ¹⁰	3					
Semester Four [15 Credits]							
Required: minimum cumulative 2.500 GPA							
	BUS 30061 Business Professional Practices ⁷	1	■				
	ENG 30061 Writing in Business ⁷	2	■				
	FIN 26074 Legal Environment of Business	3					
	FIN 36053 Business Finance	3	■				
	MIS 34060 Operations Management	3	■				
	MKTG 35035 Consumer Behavior ⁶	3	■		■		
Semester Five [15 Credits]							
Required: minimum cumulative 2.500 GPA							
!	Major Electives ⁹	3	■		■		
	MKTG 35050 Marketing Research ⁵	3	■		■		
	MKTG 45046 Personal Selling	3	■		■		
	General Electives ¹⁰	6	■				
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 ⁸	3	■	C	■	ELR/WIC	
	Major Electives ⁹	3	■		■		
	General Electives ¹⁰	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. See list of Kent Core courses that can be earned through AP, CLEP or CBE exams on page 3

2. 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.

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3. US 10097 is not required of transfer students with 25 credits or students age 21+ at time of admission.
4. If a student has taken MATH 10041 Elementary Probability and Statistics they may use it in place of MIS 24056.
5. 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.
6. 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.
7. 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.
8. A minimum C (2.000) grade must be earned in MKTG 45084 to fulfill the writing-intensive requirement.
9. 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>	

10. 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

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
COMPOSITION						
ENG	11011	College Writing I (3)		3	50	C
ENG	21011	College Writing II (3)				C
MATHEMATICS AND CRITICAL REASONING						
CS	10051	Introduction to Computer Science (4)		3		
MATH	10041	Introductory Statistics (4)		3		C
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
HUMANITIES AND FINE ARTS						
Humanities in Arts and Sciences						
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		
Fine Arts						
ARCH	10012	Survey of Architectural History II (3)				C
ARTH	22006	Art History: Ancient and Medieval Art (3)		3		
MUS	22111	The Understanding of Music (3)				C
G MUS	22121	Music as a World Phenomenon (3)				C
SOCIAL SCIENCES						
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	
BASIC SCIENCES						
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	How the Earth Works (3)				C
GEOL	11042	Earth and Life Through Time (3)				C
GEOL	21062	Environmental Earth Science (3)		3		C
GEOL	21080	All about the Oceans (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 (<http://www2.kent.edu/transfercenter/advanced-placement.cfm>); CLEP (www.kent.edu/career/testing/clep.cfm); and CBE (www.kent.edu/registrar/info/cbe.cfm) at Kent State. Visit www.kent.edu/catalog/kent-core for the full Kent Core course list.

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