

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				
	BUS 30061 Business Professional Practices ⁴	1				
	ENG 30061 Writing in Business ⁴	2				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Five [16 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.						
!	MMTG 35011 Marketing Tools ^F	3	C ⁵	■	WIC	
!	MMTG 35024 Marketing Tools Laboratory ^F	1		■		
	FIN 36053 Business Finance	3				
	MIS 24056 Fundamentals of Business Statistics ³	3				
	Kent Core Requirement	3				
	General Electives ⁶	3				
Semester Six [16 Credits]						
Required: minimum overall 2.500 GPA						
!	MMTG 35021 Research for Marketing Decisions ^S	3		■		
!	MMTG 35023 Customer Analysis ^S	3		■		
!	MMTG 35026 Marketing Research Laboratory ^S	1		■		
	MIS 34060 Operations Management	3				
	General Electives ⁶	6				
Semester Seven [16 Credits]						
Required: minimum overall 2.500 GPA						
!	MMTG 45020 Competitive Market Analysis ^F	3		■		
!	MMTG 45026 Marketing Communications Laboratory ^F	1		■		
!	MMTG 45030 Sales and Sales Management ^F	3		■		
	General Electives ⁶	9				
Semester Eight [12 Credits]						
Required: minimum overall 2.500 GPA and completion of The Assurance of Learning Assessment given in MIS 44285						
!	MMTG 45039 Promotion Management ^S	3		■		
!	MMTG 45040 Integrated Marketing Strategy ^S	3		■	ELR	
	MIS 44285 Integrated Business Policy and Strategy	3				
	General Electives ⁶	2				

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

F Offered fall only

S Offered spring only

- 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.
- UC 10097 is not required of transfer students with 25 credits (excluding College Credit Plus) or students age 21+ at time of admission.
- Students who have taken MATH 10041 for another program may use it as a substitute for MIS 24056.
- 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.
- A minimum C (2.00) grade must be earned in MMTG 35011 to fulfill the writing-intensive requirement. 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
- 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. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean.

Program Policies:

- 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 overall 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.
- Students who have passed Sales and Sales Management (MMTG 45030) will not receive graduation credit for Personal Selling (MKTG 45046) or Sales in the Entrepreneurial Venture (ENTR 37045).
- Students who have passed Promotion Management (MMTG 45039) will not receive graduation credit for Advertising and Promotion Management (MKTG 45045).

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