

Degree Type – Bachelor of Business Administration (BBA)
Degree Title – Marketing

Marketers conduct marketing research where they study cultural, social, economic, and environmental factors that can have an effect on product or service development. If you are sociable, creative, and enjoy working with teams, you can expect to find job positions, such as marketing coordinators, retail store managers, marketing directors, advertising managers, and public relations, with this career.

STUDENT LEARNING OUTCOMES:

1. **Students will acquire and retain marketing knowledge including concepts, theories, strategies, tactics, methods, techniques, and tools.**
2. **Students will acquire skills to put marketing knowledge and skills into practice including marketing research, developing marketing plans, making a sales pitch, and working with decision simulations.**
3. **Students will exhibit effective written and oral communication skills.**

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

Required

Social and Behavioral Sciences – 3 hours

ECON 2301 Principles of Macroeconomics

Integrative and Experiential Learning – 3 hours

Choose one from the following:

INFS 2398 Information Technology for Student Success and Career Development

QUMT 2398 Decision Analytics

B – MAJOR REQUIREMENTS – 78 HOURS (60 advanced)

1 – Business Core – 48 hours (30 advanced)

a – Business Foundation – 18 hours

ACCT 2301 Introduction to Financial Accounting

ACCT 2302 Introduction to Managerial Accounting

INFS 2300 Data Modeling Management Tools

ECON 2302 Principles of Microeconomics

MGMT 1301 Introduction to Business

QUMT 2341 Business Statistics I

b – Advanced Business Core – 30 hours (30 advanced)

BLAW 3337 Business Law I

QUMT 3341 Business Statistics II

FINA 3380 Introduction to Finance

MARK 3300 Principles of Marketing

MGMT 3361 Principles of Management

MGMT 4389 Strategic Management

Choose one (Management Information Systems):

INSF 3390 Management Information Systems

ACCT 3326 Accounting Information Systems

Choose one (International Business):

INFS 3380 Global Information Technology
 ACCT 3350 International Accounting
 ECON 3353 International Trade
 FINA 4381 International Finance
 INTB 3330 International Business
 MARK 3310 International Marketing
 MGMT 4311 International Management

Choose one (Ethics):

ACCT 4350 Ethics for Accountants
 MGMT 4304 Business and Society
 MARK 3330 Business Ethics and Corporate Social Responsibility

Choose one (Business Communications):

COMM 3313 Business and Technical Communication
 MGMT 3335 Communication Policy and Strategy
 MARK 3320 Personal Branding and Communication

2 – Marketing Core – 30 hours (30 advanced)

a – Marketing Foundation – 9 hours (9 advanced)

MARK 3340 Consumer Behavior
 MARK 4350 Marketing Research
 MARK 4399 Marketing Strategy (Capstone)

b – Marketing Certificate – 21 hours (21 advanced)

Select one certificate below:

i – Multicultural and Global Certificate – 21 hours (21 advanced)

MARK 3311 Business and Culture
 MARK 3321 Hispanic Marketing
 MARK 4331 Multicultural Markets
 MARK 4341 Business in Asia
 MARK 4351 Business in Latin America
 MARK 4361 International Competitiveness

Choose one:

MARK 3350 Services Marketing
 MARK 3360 Retailing
 MARK 4360 Social Media and eMarketing
 MARK 4370 Topics in Marketing
 MARK 4380 Marketing Internship

ii – Design, Commercialization and Development Certificate – 21 hours (21 advanced)

MARK 3365 Product and Service Design
 MARK 3375 New Product Development
 MARK 4385 Integrated Marketing Communications
 MARK 4395 Fashion Design and Popular Culture

Choose three:

MARK 3350 Services Marketing
 MARK 3360 Retailing
 MARK 4360 Social Media and eMarketing
 MARK 4370 Topics in Marketing
 MARK 4380 Marketing Internship

iii – Entertainment Business Certificate – 21 hours (21 advanced)

MARK 3392 Event Marketing
 MARK 3393 Sports Marketing

MARK 4394 Music Marketing
MARK 4395 Fashion Design and Popular Culture

Choose three:

MARK 3350 Services Marketing
MARK 3360 Retailing
MARK 4360 Social Media and eMarketing
MARK 4370 Topics in Marketing
MARK 4380 Marketing Internship

iv – Branding and Communication Certificate – 21 hours (21 advanced)

MARK 3382 Branding
MARK 3383 Pricing Strategy and Tactics
MARK 4384 Professional Selling and Sales Management
MARK 4385 Integrated Marketing Communications

Choose three:

MARK 3350 Services Marketing
MARK 3360 Retailing
MARK 4360 Social Media and eMarketing
MARK 4370 Topics in Marketing
MARK 4380 Marketing Internship

v – No Certificate – 21 hours (21 advanced)

Choose 21 advanced hours from any of the certificates above, except courses unique to the Branding and Communication Certification.

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 60 HOURS

ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:

Admission requirements

1. Student must complete all 18 hours of Business Foundation Courses, and a minimum of 15 General Education Courses including ECON 2301, before applying to CoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.5 GPA in combined General Education Core & Business Foundation completed coursework.

Progression requirements

Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 GPA.

Graduation requirements

Students must have:

1. A minimum 2.5 GPA in combined Advanced Business Core & Marketing Core coursework.
2. An overall minimum 2.5 GPA required.