

MARKETING - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship
Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

About This Program

Our Marketing B.B.A. program provides a strong foundation in business and marketing principles, combined with practical experience, to prepare you for a successful career. With access to cutting-edge resources and experienced faculty, you'll learn the latest techniques in consumer behavior, market research and digital marketing. Join our program and become a skilled marketer ready to take on any challenge in the dynamic field of marketing. Read more...

Contact Information

- **Haithem Zourrig, Ph.D.** | hzourrig@kent.edu | 330-672-1266
- Speak with an Advisor
- Chat with an Admissions Counselor: Kent Campus | Regional Campuses

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Advertising and promotions managers

- -1.1% decline
- 28,600 number of jobs
- \$133,460 potential earnings

Fundraisers

- 14.3% much faster than the average
- 100,600 number of jobs
- \$59,610 potential earnings

Market research analysts and marketing specialists

- 17.7% much faster than the average
- 738,100 number of jobs
- \$65,810 potential earnings

Marketing managers

- 6.7% faster than the average
- 286,300 number of jobs
- \$142,170 potential earnings

Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

Additional Careers

- Marketing coordinator
- Marketing associate
- Digital (social media) marketing manager
- Brand ambassador
- Product marketing manager

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics'

Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Transfer Students: A minimum 2.000 overall GPA is required for admission into this major. Students who have previously attended Kent State and have completed (or the equivalent of) COMM 15000, ENG 21011, MATH 11010 and MKTG 25010 must have earned a minimum C grade in the courses.

Admission Restrictions for Dual Programs

- Students admitted to the Professional Sales undergraduate certificate may not declare the Sales Management concentration (and vice versa).
- Students admitted to the B.B.A. degree in Entrepreneurship may not declare the Entrepreneurial Marketing concentration (and vice versa).

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
MKTG 35030	MARKETING APPLICATIONS (min C grade)	3
MKTG 35035	CONSUMER BEHAVIOR (min C grade)	3
MKTG 35046	PROFESSIONAL SELLING (min C grade)	3
MKTG 35050	MARKETING RESEARCH (min C grade)	3
MKTG 45084	MARKETING POLICIES AND STRATEGIES (ELR) (WIC) (min C grade)	3
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I ²	3
BA 34156	BUSINESS ANALYTICS II	3
or MKTG 35061	MARKETING ANALYTICS	
BA 44062	SUPPLY CHAIN MANAGEMENT	3
BUS 10123	EXPLORING BUSINESS ³	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING (min C grade)	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Mathematics or Critical Reasoning Elective, choose from the following: ⁴		3-5
MATH 10051	QUANTITATIVE REASONING (KMCR)	
MATH 11012	INTUITIVE CALCULUS (KMCR)	
MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
PHIL 21002	INTRODUCTION TO FORMAL LOGIC (KMCR)	
Kent Core Composition ⁵		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) ⁶		16
Additional Major Requirements or Concentrations		

Choose from the following:	9
Additional Requirements for Students Not Declaring a Concentration	
Entrepreneurial Marketing Concentration	
Marketing Analytics Concentration	
Sales Management Concentration	
Social Media and Digital Marketing Concentration	
Minimum Total Credit Hours:	120

- ¹ Students who have a double major with Entrepreneurship and who have completed ENTR 37045 are not required to take MKTG 35046 for the Marketing major. However, students in the double major cannot waive ENTR 37045 for the Entrepreneurship major by taking MKTG 35046.
- ² Students who have taken MATH 10041 for another program may use it in place of BA 24056.
- ³ Transfer students, new students with college credit and continuing students who have changed their program to a B.B.A. degree may be waived out of BUS 10123 if one of the following occurs:
- They earned 30 or more credit hours and completed two of the following courses: ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 and/or MKTG 25010.
 - They earned 60 or more credit hours and completed one of the following courses: ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010.
 - They have sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP or Credit by Exam score) but do not meet the criteria listed above, and the waiver is approved by the college dean's office.
- ⁴ Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required to take MATH 11012 or MATH 12002 if they change their major to, or want to double major with, the Economics major or Finance major and/or intend to declare the Data Analytics minor. Students who intend to enroll in certain graduate programs and/or are working toward Phi Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.
- ⁵ Minimum C grade is required in ENG 21011 or HONR 20197.
- ⁶ Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be counted toward the 120 total credit hours or 39-upper-division-credit-hour graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PWS restriction, and they satisfy the 39 credit hour upper-division requirements. A minor (business or non-business) is encouraged. Any other exceptions must be approved by the assistant dean. Students in the Social Media and Digital Marketing concentration are encouraged to take an internship as a general elective.

Additional Requirements for Students Not Choosing a Concentration

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
Major Electives, choose from the following:		9
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	
ENTR 37040	ENTREPRENEURIAL TOOLS	
ENTR 37075	ENTREPRENEURIAL MARKETING	
MKTG 35056	SOCIAL MEDIA MARKETING	

MKTG 45020	COMPETITIVE MARKET ANALYSIS
MKTG 45023	CUSTOMER ANALYSIS
MKTG 45045	ADVERTISING AND PROMOTION MANAGEMENT
MKTG 45047	ADVANCED PROFESSIONAL SELLING
MKTG 45049	SALES FORCE LEADERSHIP
MKTG 45051	DIGITAL MARKETING
MKTG 45052	SALES AND SALES MANAGEMENT
MKTG 45060	INTERNATIONAL MARKETING
MKTG 45082	SERVICES MARKETING
MKTG 45091	MARKETING SEMINAR
MKTG 45095	SPECIAL TOPICS IN MARKETING
MKTG 45096	INDIVIDUAL INVESTIGATION IN MARKETING
MKTG 45189	INTERNATIONAL EXPERIENCE IN MARKETING (DIVG) (ELR)
MKTG 45192	SALES INTERNSHIP (ELR) ¹ or MKTG 45292 MARKETING INTERNSHIP (ELR)

Minimum Total Credit Hours: 9

¹ Students may take either MKTG 45192 or MKTG 45292 to satisfy a major elective, but not both.

Entrepreneurial Marketing Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
ENTR 37040	ENTREPRENEURIAL TOOLS	3
ENTR 37075	ENTREPRENEURIAL MARKETING	3
Minimum Total Credit Hours:		9

Marketing Analytics Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
MKTG 45020	COMPETITIVE MARKET ANALYSIS	3
MKTG 45023	CUSTOMER ANALYSIS	3
MKTG 45051	DIGITAL MARKETING	3
Minimum Total Credit Hours:		9

Sales Management Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
MKTG 45047	ADVANCED PROFESSIONAL SELLING	3
MKTG 45049	SALES FORCE LEADERSHIP	3
MKTG 45052	SALES AND SALES MANAGEMENT	3
Minimum Total Credit Hours:		9

Social Media and Digital Marketing Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
MKTG 35056	SOCIAL MEDIA MARKETING	3
MKTG 45045	ADVERTISING AND PROMOTION MANAGEMENT	3

MKTG 45051	DIGITAL MARKETING	3
Minimum Total Credit Hours:		9

Progression Requirements

- 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 MKTG 35050. Students who earn below a C grade in MKTG 35030 are required to repeat the course with a maximum of three repeats.
- Students must earn a minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030 to continue in the major.
- Students must maintain a minimum 2.000 overall GPA.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

- Students must complete a minimum 50 percent of business credit hours (required for the B.B.A. degree) in-residence on a Kent State University campus.
- Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A. degree.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this program. Students will work with their advisor to develop a sequence based on their academic goals and history. Courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
Students must earn a minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030 to continue in the major.		
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10001	FLASHES 101	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Mathematics or Critical Reasoning Elective		3-5
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Three		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3

FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
Students must earn a minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030 to continue in the major.		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
! MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
Students must earn a minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030 to continue in the major.		
BA 44062	SUPPLY CHAIN MANAGEMENT	3
! MKTG 35030	MARKETING APPLICATIONS	3
MKTG 35035	CONSUMER BEHAVIOR	3
MKTG 35050	MARKETING RESEARCH	3
Kent Core Requirement		3
Credit Hours		15
Semester Six		
Required: minimum overall 2.000 GPA		
BA 34156	BUSINESS ANALYTICS II	3
or	or MARKETING ANALYTICS	
MKTG 35061		
FIN 36053	BUSINESS FINANCE	3
! Major Elective or Concentration Requirement		3
Kent Core Requirement		3
General Elective		3
Credit Hours		15
Semester Seven		
Required: minimum overall 2.000 GPA		
MKTG 35046	PROFESSIONAL SELLING	3
! Major Elective or Concentration Requirement		3
General Electives		9
Credit Hours		15
Semester Eight		
Required: minimum overall 2.000 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285		
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 45084	MARKETING POLICIES AND STRATEGIES (ELR) (WIC)	3
Major Elective or Concentration Requirement		3
General Electives		4
Credit Hours		13
Minimum Total Credit Hours:		120

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	36-37

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of segmentation, target marketing and positioning.
2. Demonstrate an ability to collect and analyze market research data.
3. Demonstrate an understanding of effective personal selling tactics.
4. Demonstrate an ability to conduct financial analyses for the purposes of making strategic marketing decisions.

Students earning a B.B.A. degree in Ambassador Crawford College of Business and Entrepreneurship are expected to have the following:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.
3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.

8. Global - Analyze the key global factors when making business decisions.

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Full Description

The Bachelor of Business Administration degree in Marketing provides a general approach that can be applied in a wide range of areas of business (e.g., for profit, nonprofit, service and manufacturing). The program addresses the breadth within the marketing field through courses (e.g., consumer behavior, marketing research, international marketing, personal selling, advertising and promotion management) that provide the student with an appreciation of all central topic areas in the field.

The Marketing major offers students the opportunity to have a generalist's perspective or to focus on one of four concentrations. Students gain a working knowledge of the theory and practice of marketing and learn the tasks involved in the analysis, planning, implementation and control of marketing programs that result in strategies and tactics used by businesses to sell products to consumers and other businesses.

The Marketing major includes the following concentrations:

- The **Entrepreneurial Marketing** optional concentration is for those with an entrepreneurial spirit. This concentration will offer insights into marketing strategies tailored for startups and small businesses. Students will explore innovative approaches to marketing and learn how to navigate the unique challenges faced by entrepreneurs.
- The **Marketing Analytics** optional concentration focuses on harnessing the power of data to make informed marketing decisions and optimize marketing strategies.
- The **Sales Management** optional concentration is designed to equip students with the skills and knowledge needed to lead successful sales teams, manage customer relationships, and drive revenue growth.
- The **Social Media and Digital Marketing** optional concentration is designed to teach students how to create and implement effective digital marketing campaigns through a strong online presence across various platforms, this concentration will allow students to explore the world of digital marketing and social media.

Marketing students may apply early to the M.B.A. degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information.