

# MANAGERIAL MARKETING - B.B.A.

College of Business Administration  
Department of Marketing and Entrepreneurship  
[www.kent.edu/business/marketing](http://www.kent.edu/business/marketing)

## Contact Information

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- Speak with an Advisor
- Chat with an Admissions Counselor

## Fully Offered

- Kent Campus

## Examples of Possible Careers\*

### 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

#### \*Note

Source of occupation titles and labor data is 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.

## Description

The Bachelor of Business Administration degree in Managerial Marketing prepares students to be marketing practitioners by helping them to fully develop the analytical, decision-making and communications (written and oral) skills used and valued by individuals working in this field. Faculty engage each student in active learning through hands-on assignments, case studies, projects with real businesses, and dynamic interactions with the faculty member and other students in the classroom. Each course aims to strengthen writing skills by emphasizing logical flow, persuasiveness and succinctness. Because coursework is sequential and integrated, each course builds upon prior classes to give students a comprehensive body of knowledge, skills and abilities.

The objective of this program is to educate students to function effectively in business environments where they will have to make autonomous decisions and be required to take action on their own initiative.

Managerial 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.

## Accreditation

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

## 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.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for first-year students.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for International Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For

more information on international admission, visit the Office of Global Education's admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

An overall GPA of at least 2.50 (2.25 for economics and entrepreneurship) is required for admission into the College of Business Administration. 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 (2.00) grade.

#### Additional Information:

- Students are admitted into the Managerial Marketing major in fall semester only.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an ability to conduct financial analyses for the purposes of making strategic marketing decisions.
2. Demonstrate an understanding of segmentation and target marketing.
3. Demonstrate an ability to analyze market research data.
4. Demonstrate an ability to analyze markets and competitors within markets.

Graduates of all Bachelor of Business Administration programs will be able to:

1. Recall strategic frameworks that are used to make business decisions.
2. Perform basic calculations using quantitative tools that are used to support business decisions.
3. Articulate and deliberate their ideas in writing.
4. Articulate and deliberate their ideas orally.
5. Identify ethical dilemmas and stakeholders.
6. Recommend alternatives and consequences and choose a reasoned conclusion from the alternatives given.
7. Identify global factors in making a business decision.
8. Analyze global factors in making a business decision.

## 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.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 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

Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 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
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
MMTG 35011	MARKETING TOOLS (WIC) <sup>1</sup>	3
MMTG 35021	RESEARCH FOR MARKETING DECISIONS	3
MMTG 35024	MARKETING TOOLS LABORATORY	1
MMTG 35025	MARKETING COMMUNICATIONS LABORATORY	1
MMTG 35026	MARKETING RESEARCH LABORATORY	1
MMTG 35030	SALES AND SALES MANAGEMENT	3
MMTG 45020	COMPETITIVE MARKET ANALYSIS	3
MMTG 45023	CUSTOMER ANALYSIS	3
MMTG 45039	PROMOTION MANAGEMENT	3
MMTG 45040	INTEGRATED MARKETING STRATEGY (ELR)	3
<b>Additional Requirements (courses do not count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS <sup>2</sup>	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	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
MATH 11012 or MATH 12002	INTUITIVE CALCULUS (KMCR) <sup>3</sup> ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
MGMT 24056	BUSINESS ANALYTICS I <sup>4</sup>	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3

MGMT 34156 or MKTG 35061	BUSINESS ANALYTICS II MARKETING ANALYTICS	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MKTG 25010	PRINCIPLES OF MARKETING (min C grade)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition (min C grade) <sup>5</sup>		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences		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) <sup>6</sup>		16
Minimum Total Credit Hours:		120

<sup>1</sup> A minimum C grade must be earned 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.

<sup>2</sup> A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:

- 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
- 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 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.

<sup>3</sup> Students can take MATH 10051 or PHIL 21002 in place of MATH 11012 or MATH 12002. 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 in, Economics or Finance and/or intend to declare a minor in Data Analytics. 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.

<sup>4</sup> Students who have taken MATH 10041 for another program may use it as a substitute for MGMT 24056.

<sup>5</sup> Minimum C grade in ENG 21011 or HONR 20197.

<sup>6</sup> Students may take or use any course at any level as long as the minimum 39-credit hours requirement for upper-division courses is satisfied for graduation with a B.B.A. Although not required, an education abroad experience is encouraged as a general elective. Exceptions: 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 hours upper-division requirements. Any other exceptions must be approved by the assistant dean.

### Progression Requirements

- Minimum 2.500 cumulative GPA
- Minimum C grade in: COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MMTG 35011

### Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.500

- 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.
- 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 cumulative GPA.
- Entrepreneurship majors who are also majoring in Managerial Marketing, and who have taken ENTR 37045, are not required to take MMTG 35030 for the Managerial Marketing major. However, a double major in entrepreneurship and Managerial Marketing cannot waive ENTR 37045 by taking MMTG 35030.
- Managerial Marketing majors who are also majoring in Entrepreneurship and who have taken MMTG 35011 are not required to take 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 MMTG 35030 will not receive graduation credit for MKTG 45046 or ENTR 37045.
- Students who have passed MMTG 45039 will not receive graduation credit for MKTG 45045.
- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

<b>Semester One</b>		<b>Credits</b>
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Two</b>		
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or	or ANALYTIC GEOMETRY AND CALCULUS I	
MATH 12002	(KMCR)	
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Three</b>		
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
<b>Semester Four</b>		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
! MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Five</b>		
Required for progression in the major: Minimum 2.500 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010.		
FIN 36053	BUSINESS FINANCE	3
MGMT 24056	BUSINESS ANALYTICS I	3
! MMTG 35011	MARKETING TOOLS (WIC)	3
! MMTG 35024	MARKETING TOOLS LABORATORY	1
MMTG 35025	MARKETING COMMUNICATIONS LABORATORY	1
Kent Core Requirement		3
General Electives		3
Credit Hours		17
<b>Semester Six</b>		
Required: minimum overall 2.500 GPA		
MGMT 34060	OPERATIONS MANAGEMENT	3
! MMTG 35021	RESEARCH FOR MARKETING DECISIONS	3
! MMTG 35026	MARKETING RESEARCH LABORATORY	1

! MMTG 35030	SALES AND SALES MANAGEMENT	3
General Electives		6
Credit Hours		16
<b>Semester Seven</b>		
Required: minimum overall 2.500 GPA		
MGMT 34156	BUSINESS ANALYTICS II	3
or	or MARKETING ANALYTICS	
MKTG 35061		
! MMTG 45023	CUSTOMER ANALYSIS	3
! MMTG 45020	COMPETITIVE MARKET ANALYSIS	3
General Electives		4
Credit Hours		13
<b>Semester Eight</b>		
Required: minimum overall 2.500 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285		
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
! MMTG 45039	PROMOTION MANAGEMENT	3
! MMTG 45040	INTEGRATED MARKETING STRATEGY (ELR)	3
General Elective		3
Credit Hours		12
Minimum Total Credit Hours:		120