

MARKETING - B.B.A.

College of Business Administration

Department of Marketing and Entrepreneurship
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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. Accordingly, the program gives students a generalist's perspective and working knowledge of the theory and practice of marketing. Students 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. Typically, a traditional lecture format is used by instructors in this program.

Fully Offered At:

- Kent Campus
- Stark Campus

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 new freshmen.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, 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 or minimum 48 PTE 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.

Transfer Student: A minimum 2.500 overall GPA is required for admission into the 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.

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate the ability to make strategic decisions from a marketing perspective.
2. Demonstrate the ability to conduct financial analyses appropriate for marketing managers.
3. Demonstrate an understanding of segmentation, target marketing and positioning.
4. Make effective sales presentations and close sales.
5. Demonstrate the ability to analyze markets and competitors.
6. Exercise skills in analytical thinking, written and oral communication, data collection and analysis, basic financial analysis, ethical decision making and computer applications.

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 (KCOMP)	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 Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
MKTG 35030	MARKETING APPLICATIONS (min C grade) ^{1,2}	3
MKTG 35035	CONSUMER BEHAVIOR ²	3
MKTG 35050	MARKETING RESEARCH ²	3
MKTG 45046	PERSONAL SELLING	3
MKTG 45084	MARKETING POLICIES AND STRATEGIES (ELR) (WIC) (min C grade)	3
Major Selected Courses, choose from the following: 9		
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	
MKTG 35056	SOCIAL MEDIA MARKETING	
MKTG 45045	ADVERTISING AND PROMOTION MANAGEMENT	
MKTG 45047	ADVANCED PROFESSIONAL SELLING	
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 45187	INTERNATIONAL EXPERIENCE IN MARKETING	
MKTG 45192	SALES INTERNSHIP (ELR) ³	
	or MKTG 45292 MARKETING INTERNSHIP (ELR)	
Additional Requirements (courses do not count in major GPA)		

ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS ⁴	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	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
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
	or MATH 12002 ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24056	BUSINESS ANALYTICS I	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 34156	BUSINESS ANALYTICS II	3
	or MKTG 35061 MARKETING ANALYTICS	
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) ⁶		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 (minimum 6 upper-division credit hours) ⁷		16
Minimum Total Credit Hours:		120

- 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. Should students earn below a minimum C grade in MKTG 35030, they are required to repeat the course, with a maximum of three repeats.
- 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 45023 in place of MKTG 35035.
- Students may take either MKTG 45192 or MKTG 45292 to serve as a major elective but not both.
- 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.
- Students who have taken MATH 10041 for another program may use it as a substitute for MGMT 24056.

- 6 Minimum C grade in ENG 21011 or HONR 20197.
- 7 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. 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 hour upper-division requirements. A minor (business or non-business) is encouraged. Any other exceptions must be approved by the assistant dean.

- 4. Students must complete two measures of outcomes assessments as specified by the College of Business Administration for complete satisfaction of the B.B.A.

Progression Requirements

Progression in the major: Minimum 2.500 overall GPA, minimum C grade in: COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.500

- Only three of marketing major (3/45000) courses may be repeated and counted toward the marketing major. All attempts count in the computation of the major and overall GPA.
- To progress into the major student must maintain a minimum 2.50 GPA
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken ENTR 37045, are not required to take MKTG 45046 for the Marketing major or MMTG 35030 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 35030.

General Degree Requirement for a Bachelor of Business Administration

1. Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
2. To earn a College of Business Administration minor, students must complete at least 50 percent of the total required credit hours for the minor at Kent State University, at least 6 credit hours in the minor must be at the upper division (30-40000 level), and at least 6 credit hours in the minor must be different from courses in the student's major and minor(s). Students may not pursue a minor and major in the same discipline.
3. A minimum 2.500 GPA must be earned for all work carried at Kent State University for the accounting, business management, computer information systems, finance, general business, human resource management, managerial marketing and marketing majors. The economics and entrepreneurship majors require a minimum cumulative 2.250 GPA. A minimum 2.500 GPA must be earned in the major field (which includes all major requirements and major electives for the accounting, business management, computer information systems, finance, general business, human resource management, managerial marketing and marketing majors). The economics and entrepreneurship majors require a 2.250 major GPA.

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.

Semester One		Credits
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
Semester Two		
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR) or MATH 12002	3-5 or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
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		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
MGMT 24056	BUSINESS ANALYTICS I	3
! MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
Required for progression in the major: Minimum 2.500 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010.		
MGMT 34060	OPERATIONS 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 2.500 GPA		
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
FIN 36053	BUSINESS FINANCE	3
MGMT 34156	BUSINESS ANALYTICS II or MKTG 35061	3 or MARKETING ANALYTICS
! Major Electives		3

General Electives	3	
Credit Hours	15	
Semester Seven		
Required: minimum overall 2.500 GPA		
MKTG 45046	PERSONAL SELLING	3
! Major Electives		3
General Electives	9	
Credit Hours	15	
Semester Eight		
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
MKTG 45084	MARKETING POLICIES AND STRATEGIES (ELR) (WIC)	3
Major Electives		3
General Electives	4	
Credit Hours	13	
Minimum Total Credit Hours:	120	