

# MARKETING - B.B.A.

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

- Program Coordinator: **Chris Groening, Ph.D.** | [cgroenin@kent.edu](mailto:cgroenin@kent.edu) | 330-672-3927
- Speak with an Advisor
  - Kent Campus
  - Stark Campus
- Chat with an Admissions Counselor: Kent Campus | Regional Campuses

## Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus
  - Stark 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 English language proficiency unless they meet specific exceptions. For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer 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.

Admission policies for undergraduate students may be found in the University Catalog.

**Transfer Student:** 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.

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
MKTG 35030	MARKETING APPLICATIONS (min C grade) <sup>1,2</sup>	3
MKTG 35035	CONSUMER BEHAVIOR <sup>2</sup>	3
MKTG 35050	MARKETING RESEARCH <sup>2</sup>	3
MKTG 45046	PROFESSIONAL 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 45049	SALES FORCE LEADERSHIP	
MKTG 45051	DIGITAL MARKETING	
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 (ELR)	
MKTG 45192	SALES INTERNSHIP (ELR) <sup>3</sup>	
	or MKTG 45292 MARKETING INTERNSHIP (ELR)	
<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
BA 24056	BUSINESS ANALYTICS I <sup>6</sup>	3
BA 34060	OPERATIONS MANAGEMENT	3
BA 34156	BUSINESS ANALYTICS II	3
	or MKTG 35061 MARKETING ANALYTICS	
BUS 10123	EXPLORING BUSINESS <sup>4</sup>	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) <sup>5</sup>	3-5
	or MATH 12002 ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MKTG 25010	PRINCIPLES OF MARKETING (min C grade)	3
UC 10001	FLASHES 101	1

UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition <sup>7</sup>		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 credits hour, including 39 upper-division credit hours) <sup>8</sup>		16
<b>Minimum Total Credit Hours:</b>		<b>120</b>

- <sup>1</sup> 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.
- <sup>2</sup> 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.
- <sup>3</sup> Students may take either MKTG 45192 or MKTG 45292 to serve as a major elective but not both.
- <sup>4</sup> A student changing to a program in the college, transferring, or incoming students with college credits 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>5</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>6</sup> Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.
- <sup>7</sup> Minimum C grade is required in ENG 21011 or HONR 20197.
- <sup>8</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. 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.

## Progression Requirements

- Minimum 2.000 overall GPA
- Minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MMTG 35011

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

- 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 2.000 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.
- 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 for complete satisfaction of the B.B.A. degree.

## 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 10001	FLASHES 101	1
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Two		Credits
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 (KMCR)	
MATH 12002		
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Three		Credits
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
<b>Credit Hours</b>		<b>15</b>
Semester Four		Credits
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
<b>Credit Hours</b>		<b>15</b>
Semester Five		Credits
Required for progression in the major: Minimum 2.000 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010.		
BA 34060	OPERATIONS MANAGEMENT	3
! MKTG 35030	MARKETING APPLICATIONS	3
MKTG 35035	CONSUMER BEHAVIOR	3
MKTG 35050	MARKETING RESEARCH	3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>
Semester Six		Credits
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		3
Kent Core Requirement		3

General Elective		3
<b>Credit Hours</b>		<b>15</b>
Semester Seven		
Required: minimum overall 2.000 GPA		
MKTG 45046	PROFESSIONAL SELLING	3
! Major Elective		3
General Electives		9
<b>Credit Hours</b>		<b>15</b>
Semester Eight		
Required: minimum overall 2.000 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 Elective		3
General Electives		4
<b>Credit Hours</b>		<b>13</b>
<b>Minimum Total Credit Hours:</b>		<b>120</b>

## 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
<b>Total Credit Hours:</b>	<b>36-37</b>

## 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.

## 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 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.

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.