




















# MARKETING, B.B.A.

 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

## Major

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215 	Accounting Principles (CT)	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 207  	Bus & Prof Communication	3
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
Core II Natural/Physical Science 4		
Core II Humanities 3		
PSY 201 	Introductory Psychology (CT)	3
Core II Fine Arts 3		
<i>Additional University Requirements</i>		
ENG 204	Writing for the Workplace (Writing Intensive)	3
MGT 460 	Strategic Management (Writing Intensive)	3
MKT 371 	International Marketing (Multicultural or International)	3
MKT 465 	Strategic Marketing (Capstone)	3
<b>College-Specific</b>		
ENG 204	Writing for the Workplace	3
ACC 215 	Accounting Principles (CT)	3
ACC 216	Principles of Accounting	3
ECN 250	Principles Microeconomics	3
ECN 253	Principles Macroeconomics	3
FIN 323	Principles of Finance	3
LE 207	Legal Environ of Business	3
MIS 200 	Bus Computer Applications	3
MIS 290	Prin Management Info Systems	3
MGT 218 	Business Quantitative Methods	3
MGT 320	Principles of Management	3
MGT 460 	Strategic Management	3
MKT 340 	MKT Concepts and Applications	3
Communication Studies Elective: 3		
Select one of the following: 3		
CMM 302	Professional Presentations	

CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	
<b>Major-Specific</b>		
MKT 231 	Principles of Selling	3
MKT 341 	Integrated MKT Communications	3
MKT 437	Consumer Behavior	3
MKT 442	Market Research	3
MKT 465 	Strategic Marketing	3
MKT 371  	International Marketing	3

Students may choose to take elective credit in the major or an emphasis in Digital Marketing and Analytics or Sales.

MKT Elective <sup>1</sup>	3
MKT Elective <sup>1</sup>	3
MKT Elective <sup>1</sup>	3
MKT Elective <sup>1</sup>	3
Free Elective	3
Free Elective	3
Free Elective	3
Free Elective	3
Free Elective	3
Free Elective	3
Free Elective	3

<sup>1</sup> Marketing Electives - MKT Electives can be any 300 or 400 level MKT courses not already required (except MKT 490 Internship), MGT 420 Operations Management, MGT 428 Negotiations, or ENT 360 Intro to Entrepreneurship. MKT 231 Principles of Selling and MKT 371 International Marketing may not count towards a MKT elective.


## Major Information

- The total number of free electives required depends on the number of hours completed in STA 150 Foundations of Statistics or STA 150B Foundations of Stats-Expanded and ENG 101 Beginning Composition or ENG 101P Beginning Composition Plus and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 Strategic Marketing is the capstone course for all Marketing majors. It is normally taken in the senior year.
- MKT 371 International Marketing must be taken to meet the International Business requirement.
- The Multicultural or International additional university requirement is met with International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

## Areas of Emphasis










- Digital Marketing and Analytics, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/marketing-bba/digital-marketing-analytics-emphasis/>)
- Sales, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/marketing-bba/sales-emphasis/>)

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## Four Year Plan

The Department of Marketing, MIS and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals that work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

Course	Title	Credit Hours
<b>First Year</b>		
<b>First Semester</b>		
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 	Beginning Composition	3
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
PSY 201 	Introductory Psychology (CT)	3
MIS 200 	Bus Computer Applications	3
UNI 100	Freshman First Class	1
<b>Credit Hours</b>		<b>17</b>
<b>Second Semester</b>		
ECN 250	Principles Microeconomics	3
CMM 207 	Bus & Prof Communication	3
Core II Physical or Natural Science		4
Core II Fine Arts		3
Free Elective		3
<b>Credit Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>First Semester</b>		
ACC 215 	Accounting Principles (CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 	Advanced Composition	3
LE 207	Legal Environ of Business	3
CMM Studies Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
ACC 216	Principles of Accounting	3
MGT 218 	Business Quantitative Methods	3
ENG 204	Writing for the Workplace	3
Free Elective		3
Core II Humanities		3
<b>Credit Hours</b>		<b>15</b>

### Third Year

#### First Semester

MKT 340 	MKT Concepts and Applications	3
MKT 231 	Principles of Selling	3
MGT 320	Principles of Management	3
FIN 323	Principles of Finance	3
MIS 290	Prin Management Info Systems	3
<b>Credit Hours</b>		<b>15</b>

#### Second Semester



MKT 341 	Integrated MKT Communications	3
MKT 371 	International Marketing	3
MKT Elective		3
MKT Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>

### Fourth Year

#### First Semester

MKT 437	Consumer Behavior	3
MKT 442	Market Research	3
MKT Elective		3
MKT Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>

#### Second Semester

MKT 465 	Strategic Marketing	3
MGT 460 	Strategic Management	3
Free Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>120</b>