

**NOTE 1:** BUS 10123 (or BMRT 11000) is required in the first year of enrollment in the College of Business Administration. A student changing to the College of Business Administration or transferring may be waived out BUS 10123. See online Kent State University Catalog for details.

**NOTE 2:** All undergraduate students are required to satisfactorily complete the Destination Kent State: First Year Experience course at any one of Kent State's eight campuses, see online Kent State University Catalog for exception details.

### **KENT CORE REQUIREMENTS (37-39 HOURS)**

A minimum of 36 hours are required in the Kent Core.

#### **Kent Core Composition [KCMP] (6 Hours)**

_____	ENG 11011	College Writing I (min C-)	3
_____	ENG 21011	College Writing II (min C)	3

If you are required to take ENG 01001 & 11002, you will not need to take ENG 11011. Honors students will not need ENG 11011/21011, due to taking HONR 10197/10297.

#### **Kent Core Mathematics and Critical Reasoning [KMCR] (3-5 Hours)**

_____	MATH 11010	Algebra for Calculus (min C)	3
_____	OR MATH 10775	Algebra for Calculus Plus (min C)	4
_____	OR MATH 10675	Algebra for Calculus Boost (min C)	5

#### **Kent Core Humanities & Fine Arts [KHUM/KFA] (9 Hours)**

_____	Humanities	_____	3
_____	Fine Arts	_____	3
_____	Fine Arts or Humanities	_____	3

#### **Kent Core Social Science [KSS] (6 Hours)**

_____	ECON 22060	Principles of Microeconomics	3
_____	Social Science	_____	3

#### **Diversity Course Requirement [DIVD/DIVG]**

A minimum of one diversity course must be selected from the Kent Core and both may be used to satisfy the Kent Core and diversity requirements.

- \_\_\_\_\_ 1. One must have a "domestic" focus.
- \_\_\_\_\_ 2. One must have a "global" focus.

### **Basic Sciences [KBS/KLAB] (7 Hours)**

At least one laboratory course must be selected.

_____	Basic Science	_____	3
_____	Basic Science	_____	3
_____	Laboratory Course	_____	1

#### **Kent Core Additional [KADL] (6 Hours)**

_____	COMM 15000 Intro to Human Communication (min C)	3
_____	ECON 22061 Principles of Macroeconomics	3

### **First Year Experience (1 hour)**

_____	UC 10097 DKS: First Year Experience <sup>2</sup>	1
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### **ADDITIONAL MAJOR REQUIREMENTS FOR BBA (25-28 HOURS)**

_____	ACCT 23020 or ACTT 11000* Financial Accounting	3-4
_____	ACCT 23021 or ACTT 11001* Managerial Accounting	3-4
_____	BUS 10123 or BMRT 11000* Exploring Business <sup>1</sup>	3
_____	CIS 24053 or IT 11000* Intro to Computer Applications	3
_____	FIN 26074 or BMRT 21000* Legal Environment of Business	3
_____	MGMT 24056 or BMRT 21004* Business Analytics I	3-4
Students who have taken MATH 10041 for another program may use it as a substitute for MGMT 24056.		
_____	MGMT 24163 or BMRT 11009* Principles of Management	3
_____	MKTG 25010 or BMRT 21050* Prin. of Marketing (min C)	3
_____	UC 10162 Introduction to Professional Development	1

\*ACTT 11000, ACTT 11001, BMRT 11000, BMRT 11009, BMRT 21000, BMRT 21004, BMRT 21050, and IT 11000 are offered through Kent State University's Regional Campuses and are equivalent to the required major courses as noted above.

Ambassador Crawford College of Business and Entrepreneurship

Kent State University 107 Business Administration Building

Kent, OH 44242-0001 (330) 672-2872 Revised 5/2022 by A.C.

**NOTE 1:** A minimum grade of C in MMTG 35011 is required to progress further in the managerial marketing major. Students need to repeat the course in the following fall semester if the minimum grade is not met.

**NOTE 2:** Only three managerial marketing major (3/45000) courses may be repeated and counted toward the major. Exceptions require the approval of the department chair.

**NOTE 3:** Managerial marketing majors double majoring in entrepreneurship may use MMTG 35011 for ENTR 37040 and ENTR 37045 for MMTG 35030 (one way substitution).

**NOTE 4:** Students considering majoring in Economics or Finance or minoring in Data Analytics should take MATH 11012 or MATH 12002.

### **Additional Mathematics Requirement (3-5 Hours)**

_____ MATH 11012 <sup>4</sup>	Intuitive Calculus	3
_____ <b>OR</b> PHIL 21002	Introduction to Formal Logic	3
_____ <b>OR</b> MATH 10051	Quantitative Reasoning	4
_____ <b>OR</b> MATH 12002	Analytic Geometry and Calc I	5

### **Additional Major Requirements (15 hours)**

_____ BUS 30062	Advanced Professional Development	3
_____ FIN 36053	Business Finance	3
_____ MGMT 34060	Operations Management	3
_____ MKTG 35061	Marketing Analytics ( <i>recommended</i> )	3
_____ <b>OR</b> MGMT 34156	Business Analytics II	
_____ MGMT 44285	Integrated Business Policy/Strategy ♥♦	3

♥ **Restricted to Graduating Seniors**

♦ **Outcomes Assessment test required for graduation**

### **General Electives (15 credit hours)**

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.

_____	_____	3
_____	_____	3
_____	_____	3
_____	_____	3
_____	_____	3

<sup>^</sup> Students who have passed:

- MMTG 35030 will not receive graduation credit for MKTG 45046 or ENTR 37045
- MMTG 45039 will not receive graduation credit for MKTG 45045

### **Major Requirements (24 hours)**

The curriculum is to be taken in the following sequence. For graduation it is critical to start the major sequence in the fall of the fifth semester.

#### **SEMESTER 5 (fall only)**

_____ MMTG 35011	Marketing Tools <sup>1</sup> ( <b>WIC</b> ) ( <b>min C</b> )	3
_____ MMTG 35024	Marketing Tools Laboratory	1
_____ MMTG 35025	Marketing Communications Laboratory	1

#### **SEMESTER 6 (spring only)**

_____ MMTG 35021	Research for Marketing Decisions	3
_____ MMTG 35026	Marketing Research Laboratory	1
_____ MMTG 35030 <sup>^</sup>	Sales and Sales Management	3

#### **SEMESTER 7 (fall only)**

_____ MMTG 45023	Customer Analysis	3
_____ MMTG 45020	Competitive Analysis	3

#### **SEMESTER 8 (spring only)**

_____ MMTG 45039 <sup>^</sup>	Promotion Management	3
_____ MMTG 45099	Integrated Marketing Strategy ( <b>ELR</b> )	3

*GPS Audit is the official document that determines eligibility for graduation.*

**Cumulative GPA requirement:** To graduate, a minimum major GPA of 2.00 is required. **Major GPA Information:** To graduate, a minimum major GPA of 2.00 is required. The Major GPA includes Major Requirements + Major Electives. To calculate Major GPA: Divide total points earned by total completed hours.