

# Marketing - BBA Major Requirement Sheet

## No Concentration

2025-2026 CATALOG YEAR

(63 of 120 Credit Hours)

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

**NOTE 2:** All undergraduate students are required to satisfactorily complete the Flashes 101 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 (min C-)	3
_____	ENG 21011	Research Writing (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
_____	<b>OR</b> MATH 10775	Algebra for Calculus Plus (min C)	4
_____	<b>OR</b> MATH 10675	Algebra for Calculus Boost (min C)	5

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

_____	Fine Arts	_____	3
_____	Humanities	_____	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.

Ambassador Crawford College of Business and Entrepreneurship  
100 Midway Drive  
Kent, OH 44242

202 Crawford Hall  
(330) 672-2872

### **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

### **Flashes 101 (1 hour)**

_____	UC 10001 Flashes 101 <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 IS & Digital Tech	3
_____	FIN 26074 or BMRT 21000* Legal Environment of Business	3
_____	BA 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 BA 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.

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2025-2026 CATALOG YEAR

(57 OF 120 CREDIT HOURS)

**NOTE 1:** A minimum grade of C in MKTG 35030 is required to progress further in the marketing major.

**NOTE 2:** Double majors in marketing and entrepreneurship may take ENTR 37045 in place of MKTG 35046. *(GPS exception needed)*

**NOTE 3:** 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>3</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
_____ BA 44062	Supply Chain Management	3
_____ MKTG 35061	Marketing Analytics <i>(recommended)</i>	3
_____ <b>OR</b> BA 34156	Business Analytics II	
_____ MGMT 44285	Strategic Management ♦♥	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.

_____	_____	UD^	3
_____	_____		3
_____	_____		3
_____	_____		3
_____	_____		3

^ UD = Upper division course (30000-40000 level) may be required

### Major Requirements (15 hours)

_____ MKTG 35030	Marketing Applications <sup>1</sup> (min C)	3
_____ MKTG 35035	Consumer Behavior (min C)	3
_____ MKTG 35050	Marketing Research (min C)	3
_____ MKTG 35046	Professional Selling <sup>2</sup> (min C)	3
_____ MKTG 45084	Marketing Policies & Strat. (ELR)(WIC)(min C)	3

### Major Electives (9 hours)

Choose from the list below.

_____	_____	3
_____	_____	3
_____	_____	3

ENTR 27056 Introduction to Entrepreneurship  
 ENTR 37040 Entrepreneurial Tools  
 ENTR 37075 Entrepreneurial Marketing  
 MKTG 35056 Social Media Marketing  
 MKTG 45045 Advertising and Promotion Management  
 MKTG 45047 Advanced Professional Selling  
 MKTG 45049 Sales Force Leadership **(Spring Only)**  
 MKTG 45051 Digital Marketing  
 MKTG 45052 Sales and Sales Management **(Fall Only)**  
 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 *OR* MKTG 45292 Marketing Internship  
 MKTG 45020 Competitive Market Analysis **(Fall Only)**  
 MKTG 45023 Customer Analysis **(Fall Only)**

*GPS Audit is the official document that determines eligibility for graduation.*  
**Overall GPA :** To graduate, a minimum major GPA of 2.00 is required.

**Major GPA:** 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.*