

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION (BBA) [MARKETING ANALYTICS AND RESEARCH CONCENTRATION] (MBA) [CUSTOMIZED CONCENTRATION] ACCELERATED 3 + 2 DUAL DEGREE PROGRAM

Students accepted into the Accelerated Dual Degree Option are able to complete their BBA degree and MBA degree within 5 calendar years because of the accelerated curriculum; nine semester hours of graduate coursework will apply to both the undergraduate BBA degree and the graduate MBA degree. Only undergraduate students of proven academic ability will be considered for the program. Students should be aware that, in order to maintain their progress in the accelerated program, careful coordination with their advisor is required. Depending upon undergraduate progress at the time of dual degree admission, some summer school classes may be needed.

Admission Requirements for the Accelerated Dual Degree Program

Students interested in this program must satisfy all the following conditions:

1. Junior or Senior standing
2. Maintain an overall grade point average (GPA) of at least 3.0 at the time of dual degree admission
3. Be approved by both the MBA Director and the Graduate School (see the 3+2 Enrollment Approval Form at <http://gradschool.eku.edu/graduate-school-forms>)
4. Maintain an overall undergraduate and graduate GPA of at least 3.0 to continue each semester with dual degree coursework
5. Have an institutional undergraduate and graduate GPA of at least 3.0 to be allowed to move into graduate student status after earning the B.B.A. degree.

Program Requirements

Students in the Accelerated Dual Degree Option must complete the BBA in Marketing, Marketing Research and Analytics Concentration requirements listed below, with at least a 3.0 GPA, and must apply and be approved to graduate with that degree before being admitted as a graduate student and allowed to proceed to the MBA program. Nine credit hours of graduate coursework (three courses from the following courses: MKT 755, MKT 756, and MKT 757, will be applicable to the

undergraduate degree; and they will be applied to the concentration requirements for the MBA.

CIP Code: 52.1401

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
Element 6		
	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
Total Hours		36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Upper division courses (42 hrs. distributed throughout Major/ Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1

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BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	3
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	3
BUS 207	Fund of Interpersonal Bus Comm	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
Essential Series: Functions of Business		
BUS 301W or BUS 301	Essentials of Formal Communication	3
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
BUS 304	Essentials of MIS	3
BUS 305	Essentials of Marketing	3
BUS 306	Essentials of Supply Chain Mgt	3
Mastery of Business:		
BUS 402	Integrated Strategic Mgmnt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G	3
ECO 231	Fundamentals of Macroeconomics	
Choose one of the following three options:		
MAT 112A	Algebra: Polynomials (Element 2) ^G	
And		
MAT 112B	Algebra: Functions & Matrices (Element 2) ^G	
Or		
MAT 114	College Algebra (Element 2) ^G	
Or		
MAT 211	Applied Calculus (Element 2) ^G	
Choose one of the following:		
STA 260	Business Statistics	3-4
STA 270	Applied Statistics	
Concentrations		
Students must select one of the following Concentrations:		
General Marketing		
Marketing Research and Analytics Concentration		24
<i>Free Electives</i>		
Choose 13-14 hours of free electives ²		13-14
Total Hours		120

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Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

²
May include three hours approved business electives. Upper Division electives may be required to meet the University 43 hour upper division requirement.

Concentration

Code	Title	Hours
Concentration Courses		
CIS 430	Business Data Mining	3
MKT 350	Consumer Behavior in Marketing	3
MKT 400	International Marketing	3
MKT 755	Marketing Research and Analysis	3
MKT 756	Qualitative Marketing in Research	3
MKT 757	Experimental Design for Marketing	3
MKT 460	Marketing Management	3
MKT 481	Internship in Marketing	3
Total Hours		24

Master of Business Administration (MBA)

See Master of Business Administration (MBA) (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-customized/>)