

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN GENERAL MARKETING (B.B.A.)

Program Requirements

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
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	24
Marketing Research and Analytics	
Music Marketing	
PGA Golf Management	
<i>Free Electives</i>	
Choose from 13-14 hours of free electives ²	13-14
Total Hours	120

G
 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		
MKT 350	Consumer Behavior in Marketing	3
MKT 400	International Marketing	3
MKT 460	Marketing Management	3
MKT 555	Marketing Research and Analysis	3
Choose from 12 hours of approved upper division marketing electives ¹		12

Students enrolled in the Marketing, Bachelor of Business Administration (BBA) Accelerated Dual Degree Program (MBA) with a Concentration in General Marketing will take nine hours of marketing electives at the 700 level. See Marketing, Bachelor of Business Administration (BBA) Accelerated Dual Degree Program (MBA) with a Concentration in General Marketing in the undergraduate catalog for more information.

Total Hours	24
--------------------	-----------

1
 Excludes MKT 300 Principles of Marketing and MKT 349 Applied Learning in Marketing