

# MARKETING, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING RESEARCH AND ANALYTICS (B.B.A.)

## Program Requirements

CIP Code: 52.1401

### Summary Checklist for General Education

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

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

## Major

Code	Title	Hours
<b>University Graduation Requirements</b>		
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)		
<b>Major Requirements</b>		
<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) <sup>G</sup>	3
ECO 231	Fundamentals of Macroeconomics	
Choose one of the following three options:		
MAT 112A	Algebra: Polynomials (Element 2) <sup>G</sup>	
And		
MAT 112B	Algebra: Functions & Matrices (Element 2) <sup>G</sup>	
Or		
MAT 114	College Algebra (Element 2) <sup>G</sup>	
Or		
MAT 211	Applied Calculus (Element 2) <sup>G</sup>	
Choose one of the following:		
STA 260	Business Statistics	3-4
STA 270	Applied Statistics (Marketing Research and Analytics)	24
<b>Concentrations</b>		

Students must select one of the following Concentrations:

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

**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
<b>Concentration Courses</b>		
CIS 430	Business Data Mining	3
MKT 350	Consumer Behavior in Marketing	3
MKT 400	International Marketing	3
MKT 460	Marketing Management	3
MKT 481	Internship in Marketing	3
MKT 555	Marketing Research and Analysis	3
MKT 556	Qualitative Research in Marketing	3
MKT 557	Experimental Design for Marketing	3
Students enrolled in the Marketing, Bachelor of Business Administration (BBA) Accelerated Dual Degree Program (MBA) with a Concentration in Marketing Research and Analytics 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 Marketing Research and Analytics in the undergraduate catalog for more information.		
<b>Total Hours</b>		<b>24</b>