

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MUSIC 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	Essentials of Formal Communication	3
or BUS 301	Essentials of Formal Communication	
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 Mgmt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
	ECO 230	Fundamentals of Microeconomics (Element 5B) ^G
	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
	STA 270	Applied Statistics
Concentrations		
Students must select one of the following Concentrations:		
General Marketing		
Marketing Research and Analytics		
	Music Marketing Concentration	27
PGA Golf Management		
<i>Free Electives</i>		

Choose 10-11 hours of free electives ²	10-11
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		
MUS 190	Music Industry I	2
MUS 191	Music Industry II	2
MUS 290	Film Scoring	2
MUS 390	Music Industry III	3
MUS 391	Music Industry IV	3
Choose from 15 hours of the following:		15
MGT 330	Small Business Management Innovation and Entrepreneurship	
MKT 306	Services Marketing	
MKT 310	Professional Selling	
MKT 349	Applied Learning in Marketing	
MKT 400	International Marketing	
MKT 401	Digital Marketing	
MKT 404	Retailing Management	
MKT 420	Marketing of the Arts	
Total Hours		27