

MARKETING (B.B.A.)

Business Core Requirements

| Code | Title | Hours |
|--------------------|--------------------------------|-----------|
| ACC 211 | PRINCIPLES OF FINANCIAL ACCTNG | 3 |
| ACC 212 | PRINCIPLES OF MANGERIAL ACCTNG | 3 |
| BIZ 201 | INTRODUCTION TO BUSINESS | 3 |
| BIZ 350 | BUSINESS COMMUNICATIONS | 3 |
| ECO 212 | PRINCIPLES OF MICROECONOMICS | 3 |
| ECO 256 | BUSINESS STATISTICS I | 3 |
| ECO 356 | BUSINESS STATISTICS II | 3 |
| FIN 320 | BUSINESS FINANCE | 3 |
| GB 201 | INTRO TO LEGAL ASPECTS OF BUSI | 3 |
| MNGT 330 | MANAGEMENT TO ORGANIZATIONS | 3 |
| MNGT 334 | SUPPLY CHAIN MANAGEMENT | 3 |
| MNGT 351 | MNGT INFORMATION SYSMS AND APP | 3 |
| MNGT 458 | STRATEGIC MANAGEMENT | 3 |
| MNGT 482 | BUSINESS ETHICS | 3 |
| MKT 351 | MARKETING MANAGEMENT | 3 |
| MATH 221 | CALCULUS I INDUST OR BUS | 3 |
| GB 463 | Business Analytics | 3 |
| Total Hours | | 51 |

Major Requirements

A minimum of 24 semester hours is required for the degree.

| Code | Title | Hours |
|--|--------------------------|-----------|
| MKT 432 | ADVERTISING | 3 |
| MKT 436 | RETAIL MGNT & MERCHANDNG | 3 |
| MKT 438 | MARKET RESEARCH | 3 |
| MKT 440 | CONSUMER BEHAVIOR | 3 |
| MKT 448 | MARKETING CHANNELS | 3 |
| MKT 450 | PERSONAL SELLING | 3 |
| MKT 462 | MKT POLICIES & STRATEGY | 3 |
| MKT 466 | INTERNATIONAL MARKETING | 3 |
| Electives | | |
| Restricted, Business Elective ¹ | | 3 |
| Total Hours | | 27 |

¹ Any international business course that is not already required on the curriculum for the major.

General Education = 42 hours; COB Core = 51 hours; Major = 24 hours; Electives = 3 hours (includes GB 302 BUSINESS LAW)

A 2.0 GPA is required in all courses taken at the University, all business courses required in the curriculum, and all courses that constitute the major.

Curriculum Map

| Course | Title | Hours |
|-----------------|--------------------------------|-------|
| Freshman | | |
| Fall | | |
| BIZ 101 | UNIVERSITY SUCCESS FOR BUS MAJ | 1 |

| | | |
|-------------------------------------|--|---|
| ENG 104 or ENG 103 or ENG 111 | COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L | 3 |
| MATH 111 | COLLEGE ALGEBRA | 3 |
| Humanities & Fine Arts Option | | 3 |
| Natural Science Option | | 3 |
| Social & Behavioral Science Option | | 3 |

Hours 16

| | | |
|-------------------------------|----------------------------------|---|
| Spring | | |
| BIZ 102 | UNIVERSITY SUCCESS FOR BUS MAJ | 1 |
| ENG 105 or ENG 112 | COMPOSITION II or COMPOSITION | 3 |
| MATH 221 | CALCULUS I INDUST OR BUS | 3 |
| Humanities & Fine Arts Option | | 3 |
| Natural Science Option | | 3 |
| Pathway Option | | 3 |

Hours 16

| | | |
|-------------------------------|--------------------------------|---|
| Sophomore | | |
| Fall | | |
| ACC 211 | PRINCIPLES OF FINANCIAL ACCTNG | 3 |
| BIZ 201 | INTRODUCTION TO BUSINESS | 3 |
| ECO 211 | PRINCIPLES OF MACROECONOMICS | 3 |
| Humanities & Fine Arts Option | | 3 |
| Pathway Option | | 3 |

Hours 15

| | | |
|----------------|--------------------------------|---|
| Spring | | |
| ACC 212 | PRINCIPLES OF MANGERIAL ACCTNG | 3 |
| ECO 212 | PRINCIPLES OF MICROECONOMICS | 3 |
| GB 201 | INTRO TO LEGAL ASPECTS OF BUSI | 3 |
| MNGT 351 | MNGT INFORMATION SYSMS AND APP | 3 |
| UNIV 200 | CIVIC ENGAGEMENT | 1 |
| Pathway Option | | 3 |

Hours 16

| | | |
|--|-----------------------------|---|
| Junior | | |
| Fall | | |
| BIZ 350 | BUSINESS COMMUNICATIONS | 3 |
| ECO 256 | BUSINESS STATISTICS I | 3 |
| MNGT 330 | MANAGEMENT TO ORGANIZATIONS | 3 |
| MKT 351 | MARKETING MANAGEMENT | 3 |
| Any International Business Course ¹ | | 3 |

Hours 15

| | | |
|---------------|-------------------------|---|
| Spring | | |
| ECO 356 | BUSINESS STATISTICS II | 3 |
| FIN 320 | BUSINESS FINANCE | 3 |
| MNGT 334 | SUPPLY CHAIN MANAGEMENT | 3 |
| MNGT 482 | BUSINESS ETHICS | 3 |
| MKT 432 | ADVERTISING | 3 |

Hours 15

| | | |
|---------------|--------------------------|---|
| Senior | | |
| Fall | | |
| MKT 436 | RETAIL MGNT & MERCHANDNG | 3 |
| MKT 438 | MARKET RESEARCH | 3 |
| MKT 440 | CONSUMER BEHAVIOR | 3 |
| MKT 450 | PERSONAL SELLING | 3 |
| GB 463 | Business Analytics | 3 |

Hours 15

| | | |
|---------------|-------------------------|---|
| Spring | | |
| MKT 448 | MARKETING CHANNELS | 3 |
| MKT 462 | MKT POLICIES & STRATEGY | 3 |
| MKT 466 | INTERNATIONAL MARKETING | 3 |

| | | |
|----------|----------------------|-----|
| MNGT 458 | STRATEGIC MANAGEMENT | 3 |
| | Hours | 12 |
| | Total Hours | 120 |

- To demonstrate competency concerning the techniques used in the collection, presentation, manipulation and interpretation of numerical data.

¹ Not already required for the major.

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 UNIVERSITY SUCCESS FOR BUS MAJ and BIZ 102 UNIVERSITY SUCCESS FOR BUS MAJ; however, the student must take 2 hours of non-business electives to replace the BIZ courses.
- Online Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

- Students will demonstrate a solid foundation in applying the financial principles of the time value of money.
- Students will be able to evaluate a large and complex business problem, make some assumptions, structure the firms' cash flows and make a decision.
- Students will demonstrate knowledge and application of various investment instruments
- Students will demonstrate knowledge of risk and returns in evaluation of portfolios performance
- Students will be able to demonstrate how international business activities influence financial decisions.
- Students will develop and demonstrate oral and written communication skills with focus on effectiveness, clarity, and sophistication.
- Students will be able to demonstrate an understanding of the processes involved in ethical decision making in personal, professional and civic life.
- Students will be able to demonstrate an understanding of the dynamics of the global economy.
- Students will be able to demonstrate competency with utilizing information technology.
- Students will be able to develop and strengthen critical thinking skills in conjunction with quantitative analysis.
- To develop an awareness of multiculturalism and diversity understanding.
 - To demonstrate mastery of basic knowledge concerning the importance of cultural values and diversity and the impact these factors have on business organizations.
 - To demonstrate a clear understanding of knowledge of different cultures as they relate to diversity.
- To develop an awareness to recognize the dynamics of the global markets and its impact on global economy.
 - To demonstrate an understanding of the process of making business recommendations after reviewing external and internal industry information.
 - To demonstrate the ability to explain how various economic and market outcomes exists and how businesses respond to those nuances.
- To demonstrate competency with utilizing information technology.
 - To demonstrate a competency regarding business productivity software.