

MARKETING, BBA

Bachelor of Business Administration in Marketing (660100BBA)

More on the Marketing major (<https://www.uakron.edu/cba/undergraduate/majors/marketing.dot>)

Marketing majors must meet all requirements of 1) the General Education Program, 2) the 6 Credit Business Courses, 3) the College of Business Core Program, 4) the required foundation courses within each program, 5) the electives within each program, and 6) the professional experiences component of the program.

Requirements for Admission

- 2.5 average cumulative
- English Composition I and II (ENGL 111 & ENGL 112)
- Speech requirement (COMM 105 or COMM 106)
- College Algebra (MATH 145) or Calculus with Business Applications (MATH 210)
- Principles of Microeconomics (ECON 200) or Principles of Macroeconomics (ECON 201)
- One of the following courses:
 - Accounting Principles I (ACCT 201)
 - Spreadsheet Modeling & Decision Analysis (ACCT 250)
 - Introduction to Entrepreneurship (ENTRE 201)
 - Legal & Social Environment of Business (BLAW 220)
 - Marketing Principles (MKTG 205)

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)
(330) 972-7042
businessadvising@uakron.edu
College of Business room 260

The following information has official approval of **The Department of Marketing** and **The College of Business**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Three year accelerated option: for first time students who have earned credits for at least the first year of courses. Credits can be earned through qualifying scores on appropriate Advanced Placement (AP) exams or through [College Credit Plus Program \(CCP\)](#) courses. Credits for qualifying AP scores or [CCP](#) courses are determined by the appropriate academic department. Departments may assign varied course credit, depending on the student's score on an AP exam or [grade in a CCP](#) course. Students may also receive credit by examination or via placement tests, where appropriate.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	College of Business Core	42
	Additional Business Requirements	6
	Marketing Requirements	34
	Additional Credits for Graduation *	2
Total Hours		120

* This major requires a minimum of 120 completed credit hours.

Recommended General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.		
Academic Foundations		12
<i>Mathematics, Statistics and Logic: 3 credit hours</i>		
MATH 145	Algebra for Calculus	
<i>Speaking: 3 credit hours</i>		
COMM 105	Introduction to Public Speaking	
	or COMM 106 Effective Oral Communication	
<i>Writing: 6 credit hours</i>		
ENGL 111	English Composition I	
ENGL 112	English Composition II	
Breadth of Knowledge		22
<i>Arts/Humanities: 9 credit hours</i>		
HIST 200	Empires of the Ancient World	
<i>Natural Sciences: 7 credit hours</i>		
<i>Social Sciences: 6 credit hours</i>		
ECON 200	Principles of Microeconomics	
SOCIO 100	Introduction to Sociology	
Diversity		
Domestic Diversity		
SOCIO 100	Introduction to Sociology	
Global Diversity		
HIST 200	Empires of the Ancient World	
Integrated and Applied Learning		2
<i>Select one class from one of the following subcategories:</i>		
Complex Issues Facing Society		
Capstone		
<i>Review the General Education Requirements page for detailed course listings.</i>		
Total Hours		36

College of Business Core ¹

Code	Title	Hours
ECON 201 or ECON 244	Principles of Macroeconomics ² Introduction to Economic Analysis	3
BUSN 230 or COMM 235	Business Communication Business and Professional Communication	3
ACCT 201	Accounting Principles I	3
ACCT 202	Accounting Principles II	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
BLAW 220	Legal & Social Environment of Business	3
FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
MGMT 201	Management: Principles & Concepts	3
MGMT 305	Business Analytics	3
MGMT 490	Strategic Management	3
SCM 330	Principles of Supply Chain and Operations Management	3
MKTG 205	Marketing Principles	3
INTB 205	International Business	3
Total Hours		42

¹ Student must also have a minimum cumulative GPA of 2.0 across the College of Business Core.

² Students cannot get credit for both ECON 201 and ECON 244.

Additional Business Requirements

Code	Title	Hours
General Education Mathematics Requirement		
MATH 145	Algebra for Calculus	4
Required Business Courses		
BUSN 110	College of Business Success Seminar ¹	1
BUSN 111	Professional Development Seminar ¹	1
Recommended Business Courses		
BUSN 200	Personal Leadership Skills	
Total Hours		6

¹ Only required for new first-year students. Transfer students are excluded from this requirement.

Marketing Requirements

Code	Title	Hours
Foundation Core		
SALES 275	Professional Selling	3
MKTG 335	Marketing Research	3
MKTG 355	Consumer Behavior	3
MKTG 385	Data Visualization	1
MKTG 375	Marketing & Sales Analytics	3
Core Competencies Courses		
MKTG 432	Integrated Marketing Communications ¹	3
MKTG 434	Digital Marketing	3
MKTG 440	Brand Management ¹	3
MKTG 446	Social Media Marketing	3

MKTG 460	B2B Marketing ¹	3
Professional Courses		
MKTG 499	Marketing Capstone Project ¹	3
MKTG 486 or MKTG 491	Internship in Marketing ^{1,2} Professional Workshops in Marketing	3
Total Hours		34

¹ Must be admitted to 4 year degree granting major.

² Students not taking MKTG 486 must take 3 Professional Workshops in Marketing, as each are 1 credit.

Graduation Requirements – Review Stellar for Status

- 120 Credit Hours
- College of Business [residency](#) **Residency** = Last 15 credits earned in the College of Business
- UA Residency = Students must complete their final 30 credits in residence at The University of Akron
- At least 50% of the business core and major course requirements must be earned at The University of Akron
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0
- [Business Core Classes GPA = 2.0](#)

Recommended Sequence

1st Year		Hours
Fall Semester		
BUSN 110	College of Business Success Seminar	1
ENGL 111	English Composition I	3
MATH 145	Algebra for Calculus	4
COMM 106	Effective Oral Communication	3
SOCIO 100	Introduction to Sociology	3
	Humanities Requirement	3
Hours		17
Spring Semester		
BUSN 111	Professional Development Seminar	1
ENGL 112	English Composition II	3
	Natural Science Requirement with Lab	4
	Arts Requirement	3
	Arts/Humanities Requirement	3
	Global Diversity Requirement	3
Hours		17
2nd Year		
Fall Semester		
ECON 200	Principles of Microeconomics	3
ACCT 201	Accounting Principles I	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
BLAW 220	Legal & Social Environment of Business	3
MKTG 205	Marketing Principles	3
Hours		15

Spring Semester

ECON 201	Principles of Macroeconomics	3
BUSN 230 or COMM 235	Business Communication or Business and Professional Communication	3
ACCT 202	Accounting Principles II	3
MGMT 201	Management: Principles & Concepts	3
INTB 205	International Business	3
Hours		15

3rd Year**Fall Semester**

FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
SCM 330	Principles of Supply Chain and Operations Management	3
SALES 275	Professional Selling	3
	Complex Issues Requirement	3
Hours		15

Spring Semester

MGMT 305	Business Analytics	3
MKTG 335	Marketing Research	3
MKTG 355	Consumer Behavior	3
MKTG 460	B2B Marketing	3
	Natural Science Requirement	3
MKTG 385	Data Visualization	1
Hours		16

4th Year**Fall Semester**

MKTG 375	Marketing & Sales Analytics	3
MKTG 440	Brand Management	3
MKTG 432	Integrated Marketing Communications	3
MKTG 486	Internship in Marketing	3
	Free Elective	1
Hours		13

Spring Semester

MKTG 499	Marketing Capstone Project	3
MKTG 446	Social Media Marketing	3
MKTG 434	Digital Marketing	3
MGMT 490	Strategic Management	3
Hours		12
Total Hours		120