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 Administration 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.

College of Business Administration Undergraduate Programs
http://www.uakron.edu/cba/uadvising

The following information has official approval of The Department of Marketing and The College of Business Administration, 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 (DPR) 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.

Requirements Summary

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Education Requirements (<a href="https://bulletin.uakron.edu/undergraduate/general-education/">https://bulletin.uakron.edu/undergraduate/general-education/</a>)</td>
<td>34</td>
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<td></td>
<td>Additional Business Requirements</td>
<td>6-7</td>
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<td></td>
<td>College of Business Administration Core</td>
<td>39</td>
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<tr>
<td></td>
<td>Additional Credits for Graduation *</td>
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* This major requires a minimum of 120 completed credit hours.

Recommended General Education Courses

Students pursuing a bachelor's degree must complete three tiers of General Education coursework. Tiers I and II provide students with foundational skills and breadth of disciplinary knowledge. Tier III courses require students to integrate knowledge, understand diverse perspectives, and think critically about complex issues. Courses tagged for Tier III may also fulfill major or Disciplinary Area requirements.

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.

Tier I: Academic Foundations

**Quantitative Reasoning: 3 credit hours**
- 3450:210 Calculus with Business Applications
- or 3450:221 Analytic Geometry-Calculus I

**Speaking: 3 credit hours**
- 7600:105 Introduction to Public Speaking
- or 7600:106 Effective Oral Communication

**Writing: 6 credit hours**
- 3300:111 English Composition I
- 3300:112 English Composition II

**Tier II: Disciplinary Areas**

<table>
<thead>
<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Arts/Humanities: 9 credit hours</td>
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<tr>
<td></td>
<td>Social Sciences: 6 credit hours</td>
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<td></td>
<td>Natural Sciences: 7 credit hours</td>
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<tr>
<td></td>
<td>3250:200 Principles of Microeconomics</td>
<td>3</td>
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<tr>
<td></td>
<td>3850:100 Introduction to Sociology</td>
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**Tier III: Tagged Courses**

Select one class from each of the following subcategories:
- Complex Systems
- Critical Thinking

**Required Business Courses**

<table>
<thead>
<tr>
<th>Code</th>
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<th>Hours</th>
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<tr>
<td></td>
<td>6100:230 Business Communication</td>
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<tr>
<td></td>
<td>6200:201 Accounting Principles I 4</td>
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<tr>
<td></td>
<td>6200:202 Accounting Principles II 4</td>
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<tr>
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<td>6200:250 Spreadsheet Modeling &amp; Decision Analysis 4</td>
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<td>6400:220 Legal &amp; Social Environment of Business 2</td>
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<td>6400:301 Principles of Finance</td>
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Additional Business Requirements

**General Education Tier 1 Requirement**

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<tr>
<td></td>
<td>3450:210 Calculus with Business Applications</td>
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<tr>
<td>or</td>
<td>3450:221 Analytic Geometry-Calculus I</td>
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**Required Business Courses**

<table>
<thead>
<tr>
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<tr>
<td></td>
<td>3250:201 Principles of Macroeconomics</td>
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<td></td>
<td>3250:244 Introduction to Economic Analysis</td>
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**Recommended Business Courses**

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<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>6100:110 College of Business Administration Success Seminar 2</td>
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<tr>
<td></td>
<td>6100:200 Personal Leadership Skills</td>
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</table>

Total Hours 34

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1. Replaces 3450:145 Algebra for Calculus as the Tier 1 Quantitative Reasoning General Education Requirement for all business majors.
2. Required for some 1st year students
Marketing Requirements

Foundation Core

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<tr>
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<tbody>
<tr>
<td>6600:275</td>
<td>Professional Selling</td>
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</tr>
<tr>
<td>6600:335</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>6600:336</td>
<td>Marketing Research Lab</td>
<td>1</td>
</tr>
<tr>
<td>6600:355</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>6600:375</td>
<td>Marketing &amp; Sales Analytics</td>
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Core Competencies Courses

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>6600:432</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>6600:434</td>
<td>Digital Marketing</td>
<td>3</td>
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<tr>
<td>6600:440</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>6600:446</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>6600:460</td>
<td>B2B Marketing</td>
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</table>

Professional Courses

<table>
<thead>
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<th>Hours</th>
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<tbody>
<tr>
<td>6600:499</td>
<td>Marketing Capstone Project (Fall and Spring Only)</td>
<td>3</td>
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<tr>
<td>6600:486</td>
<td>Internship in Marketing</td>
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Total Hours 34

Recommended Sequence

1st Year
Fall Semester

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<td>3300:111</td>
<td>English Composition I</td>
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<td>3450:145</td>
<td>Algebra for Calculus</td>
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<td>6100:110</td>
<td>College of Business Administration</td>
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<tr>
<td>6200:250</td>
<td>Spreadsheet Modeling &amp; Decision Analysis</td>
<td>3</td>
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<tr>
<td>7600:105 or 7600:106</td>
<td>Introduction to Public Speaking or Effective Oral Communication</td>
<td>3</td>
</tr>
<tr>
<td>6600:335</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>6600:275</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>6600:336</td>
<td>Marketing Research Lab</td>
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<tr>
<td>6600:355</td>
<td>Consumer Behavior</td>
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<tr>
<td>6600:375</td>
<td>Marketing &amp; Sales Analytics</td>
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Total Hours 17

Spring Semester

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<tbody>
<tr>
<td>3300:112</td>
<td>English Composition II</td>
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<td>3450:210</td>
<td>Calculus with Business Applications</td>
<td>3</td>
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<tr>
<td>3250:200</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>6200:202</td>
<td>Accounting Principles II</td>
<td>3</td>
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<tr>
<td>6500:305</td>
<td>Business Statistics</td>
<td>3</td>
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<tr>
<td>6600:205</td>
<td>Marketing Principles</td>
<td>3</td>
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<tr>
<td>6600:275</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>6600:335</td>
<td>Consumer Behavior</td>
<td>3</td>
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<tr>
<td>6600:336</td>
<td>Marketing Research Lab</td>
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<tr>
<td>6600:432</td>
<td>Integrated Marketing Communications</td>
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<td>6600:440</td>
<td>Brand Management</td>
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<td>B2B Marketing</td>
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<td>6400:220</td>
<td>Legal &amp; Social Environment of Business</td>
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<tr>
<td>6500:330</td>
<td>Principles of Supply Chain and Operations Management</td>
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<tr>
<td>6600:375</td>
<td>Marketing &amp; Sales Analytics</td>
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<tr>
<td>6600:440</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>6600:499</td>
<td>Marketing Capstone Project (Fall and Spring Only)</td>
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Total Hours 15

2nd Year
Fall Semester

<table>
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<tr>
<td>3250:201</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
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<tr>
<td>6200:201</td>
<td>Accounting Principles I</td>
<td>3</td>
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<tr>
<td>6500:304</td>
<td>Business Statistics</td>
<td>3</td>
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<tr>
<td>6600:205</td>
<td>Marketing Principles</td>
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<tr>
<td>6600:275</td>
<td>Professional Selling</td>
<td>3</td>
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<tr>
<td>6600:335</td>
<td>Marketing Research</td>
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<td>6600:336</td>
<td>Marketing Research Lab</td>
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<tr>
<td>6600:432</td>
<td>Integrated Marketing Communications</td>
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<td>6600:440</td>
<td>Brand Management</td>
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<td>Social Media Marketing</td>
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<td>6600:460</td>
<td>B2B Marketing</td>
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<tr>
<td>6400:220</td>
<td>Legal &amp; Social Environment of Business</td>
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<tr>
<td>6500:305</td>
<td>Business Analytics</td>
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<td>6600:205</td>
<td>Marketing Principles</td>
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<td>Legal &amp; Social Environment of Business</td>
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<td>6500:330</td>
<td>Principles of Supply Chain and Operations Management</td>
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<td>Marketing &amp; Sales Analytics</td>
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<td>6600:440</td>
<td>Brand Management</td>
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<td>6600:499</td>
<td>Marketing Capstone Project (Fall and Spring Only)</td>
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Total Hours 15

Spring Semester

<table>
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<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>6200:202</td>
<td>Accounting Principles II</td>
<td>3</td>
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<tr>
<td>6500:305</td>
<td>Business Analytics</td>
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<td>6600:355</td>
<td>Consumer Behavior</td>
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<tr>
<td>6400:432</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>6600:440</td>
<td>Brand Management</td>
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<td>6600:460</td>
<td>B2B Marketing</td>
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<td>Legal &amp; Social Environment of Business</td>
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<td>6500:330</td>
<td>Principles of Supply Chain and Operations Management</td>
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<td>Marketing &amp; Sales Analytics</td>
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<td>Brand Management</td>
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Total Hours 15

3rd Year
Fall Semester

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<tr>
<td>6400:301</td>
<td>Principles of Finance</td>
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<td>6500:301</td>
<td>Management: Principles &amp; Concepts</td>
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<td>6600:335</td>
<td>Marketing Research</td>
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</tr>
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<td>6600:336</td>
<td>Marketing Research Lab</td>
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<td>6600:440</td>
<td>Brand Management</td>
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Total Hours 15

Spring Semester

<table>
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<th>Hours</th>
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<tbody>
<tr>
<td>6400:220</td>
<td>Legal &amp; Social Environment of Business</td>
<td>3</td>
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<tr>
<td>6500:330</td>
<td>Principles of Supply Chain and Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>6600:375</td>
<td>Marketing &amp; Sales Analytics</td>
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<td>Brand Management</td>
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</tbody>
</table>

Graduation Requirements – Review DPR for Status

- 120 Credit Hours
- CBA residency = Last 15 credits earned in CBA
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

1. Student must also have a minimum cumulative GPA of 2.0 across the CBA Core.
2. Students majoring in Accountancy are required to take 6200:424 Business Law instead of 6400:220 Legal & Social Environment of Business.
3. Students majoring in Finance are strongly recommended to take 3250:325 Applied Econometrics I instead of 6500:305 Business Analytics.
4. Accounting majors must complete with a grade of C or better.
### 4th Year

#### Fall Semester

<table>
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<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>6600:434</td>
<td>Digital Marketing</td>
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<td>B2B Marketing</td>
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<td>6600:486</td>
<td>Internship in Marketing</td>
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<tr>
<td>6800:305</td>
<td>International Business</td>
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#### Spring Semester

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<tr>
<td>6500:490</td>
<td>Strategic Management</td>
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<td>6600:446</td>
<td>Social Media Marketing</td>
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<td>6600:499</td>
<td>Marketing Capstone Project</td>
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<td>Global Diversity Requirement</td>
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<tr>
<td></td>
<td><strong>Hours</strong></td>
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**Total Hours**: 122

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1. Minimum grade of C-
2. Required for some first year students
3. Counts as Critical Thinking General Education course