

# MARKETING, BBA

## Bachelor of Business Administration in Marketing

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)
- 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

Email: Business Advising ( [businessadvising@uakron.edu](mailto: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 ( <a href="https://bulletin.uakron.edu/undergraduate/general-education/">https://bulletin.uakron.edu/undergraduate/general-education/</a> )	36
	Additional Business Requirements	9
	College of Business Core	39
	Marketing Requirements	34
	Additional Credits for Graduation *	2
<b>Total Hours</b>		<b>120</b>

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

## General Education Requirements

Code	Title	Hours
	Students pursuing a bachelor's degree must complete the following General Education coursework	
	Breadth of Perspectives courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.	
	<b>Academic Foundations</b>	<b>12</b>
	<i>Mathematics, Statistics and Logic: 3 credit hours</i>	
	<i>Speaking: 3 credit hours</i>	
	<i>Writing: 6 credit hours</i>	
	<b>Breadth of Knowledge</b>	<b>19</b>
	<i>Arts: 3 credit hours</i>	
	<i>Humanities: 3 credit hours</i>	
	<i>Natural Sciences: 7 credit hours</i>	
	<i>Social Sciences: 6 credit hours</i>	
	<b>Breadth of Perspectives</b>	
	U.S. Perspectives	
	Global Perspectives	
	Civic Literacy	
	<b>Integrated and Applied Learning</b>	<b>1-3</b>
	<i>Select one class from one of the following subcategories:</i>	
	Complex Issues Facing Society	
	Capstone	
	<b>General Education Elective <sup>1</sup></b>	<b>4-2</b>
	<i>Review the General Education Requirements page for detailed course listings.</i>	
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> Credits may be selected from any approved General Education course not already accounted for.

## Additional Business Requirements

Code	Title	Hours
	<b>Mathematics and Statistics Requirement</b>	
MATH 139	Finite Math <sup>1</sup>	3
or MATH 137	Finite Math - Supported	
or MATH 138	Finite Math - Expanded	

STAT 270	Introductory Statistics <sup>2</sup>	4
<b>Required Business Courses</b>		
BUSN 110	College of Business Success Seminar <sup>3</sup>	1
BUSN 111	Professional Development Seminar <sup>3</sup>	1
<b>Recommended Business Courses</b>		
BUSN 200	Personal Leadership Skills	
<b>Total Hours</b>		<b>9</b>

<sup>1</sup> MATH 145 or higher level mathematics satisfies the general education mathematics requirement.

<sup>2</sup> MGMT 304 Business Statistics can be substituted for STAT 270.

<sup>3</sup> Only required for new first-year students. Transfer students are excluded from this requirement.

## College of Business Core <sup>1</sup>

Code	Title	Hours
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
ECON 201	Principles of Macroeconomics <sup>2</sup>	3
or ECON 244	Introduction to Economic Analysis	
FIN 301	Principles of Finance	3
MKTG 205	Marketing Principles	3
MGMT 201	Management: Principles & Concepts	3
MGMT 305	Business Analytics	3
MGMT 490	Strategic Management <sup>2</sup>	3
or BUSN 497	Honors Project in Business Administration	
INTB 205	International Business	3
ISM 250	Introduction to Applied Artificial Intelligence and Information Systems	3
SCM 230	Principles of Supply Chain and Operations Management	3
<b>Total Hours</b>		<b>39</b>

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

<sup>2</sup> To meet the Business Core requirement, students can take either course listed.

## Marketing Requirements

Code	Title	Hours
<b>Foundation Core</b>		
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
<b>Core Competencies Courses</b>		
MKTG 432	Integrated Marketing Communications <sup>1</sup>	3
MKTG 434	Digital Marketing and Artificial Intelligence	3
MKTG 440	Brand Management <sup>1</sup>	3
MKTG 446	Social Media Marketing	3

MKTG 460	B2B Marketing <sup>1</sup>	3
<b>Professional Courses</b>		
MKTG 499	Marketing Capstone Project <sup>1</sup>	3
MKTG 486	Internship in Marketing <sup>1,2</sup>	3
or MKTG 491	Professional Workshops in Marketing	
<b>Total Hours</b>		<b>34</b>

<sup>1</sup> Must be admitted to 4 year degree granting major.

<sup>2</sup> 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 = 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

Fall Semester	Hours	
BUSN 110	College of Business Success Seminar	1
ENGL 111	English Composition I	3
MATH 145	Algebra for Calculus	4
COMM 105	Introduction to Public Speaking	3
SOCIO 100	Introduction to Sociology	3
	Humanities Requirement	3
<b>Hours</b>	<b>17</b>	

### Spring Semester

BUSN 111	Professional Development Seminar	1
ENGL 112	English Composition II	3
	Natural Science Requirement with Lab	4
	Arts Requirement	3
	Civic Literacy Requirement	3
	Global Perspectives Requirement	3
<b>Hours</b>	<b>17</b>	

### 2nd Year

Fall Semester	Hours	
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
<b>Hours</b>	<b>15</b>	

**Spring Semester**

ACCT 202	Accounting Principles II	3
ECON 201	Principles of Macroeconomics	3
ISM 250	Introduction to Applied Artificial Intelligence and Information Systems	3
INTB 205	International Business	3
MGMT 201	Management: Principles & Concepts	3
<b>Hours</b>		<b>15</b>

**3rd Year****Fall Semester**

FIN 301	Principles of Finance	3
SCM 230	Principles of Supply Chain and Operations Management	3
STAT 270	Introductory Statistics	4
SALES 275	Professional Selling	3
	Complex Issues Requirement	3
<b>Hours</b>		<b>16</b>

**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
<b>Hours</b>		<b>16</b>

**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
<b>Hours</b>		<b>12</b>

**Spring Semester**

MKTG 499	Marketing Capstone Project	3
MKTG 446	Social Media Marketing	3
MKTG 434	Digital Marketing and Artificial Intelligence	3
MGMT 490 or BUSN 497	Strategic Management or Honors Project in Business Administration	3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>