



Bachelor of Business Administration

Emphasis in Marketing

Program of Study: Bachelor of Business Administration in Marketing

The Bachelor of Business Administration major in Marketing entails analysis of the underlying factors that represent marketing science and their impact on consumers, including analysis of consumer behavior, specialized promotion techniques, and strategies that influence marketing success. Students balance knowledge of skills and technologies with the principles of professional integrity required for careers in marketing.

Candidates graduating with the BBA in Marketing will:

- Outline the marketing process and demonstrate proficiencies in product planning, distribution, research, promotion, pricing, advertising, and related marketing activities, as they exist in a variety of organizations.
- Design marketing programs to successfully achieve project and company goals.
- Develop marketing research activities.
- Integrate the role of the customer and customer feedback in marketing plans and strategies.
- Measure results of marketing initiatives through finance and accounting applications.

General Education Requirements (45 credit hours)

| Course Number | Course Title | Course Description | Credits |
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| COM 301 | Cultural Diversity in Business (or other 300 level or above diversity, culture or communications class) | Investigates parameters of difference that may impact business communications and relationships. Topics include dress, greetings, customs, expectations, and negotiating styles. | 3 |
| ENG 101 | Composition (or comparable Composition class) | Provides instruction, guidance, and feedback for the fundamental principles of effective expository writing. Topics include elements of content, organization, writing conventions, and format, applied to areas of the business core program. | 3 |
| ENG 103 | Business Writing (or comparable Composition class) | Emphasizes audience, tone, development, discourse, and vocabulary appropriate to writing for business purposes. Students employ writing topics applied to areas of the business core program. <i>Prerequisite: ENG101.</i> | 3 |
| SPC 101 | Business Presentations (or comparable Speech class) | Prepares students to develop and deliver presentations to yield results within informative, persuasive, goodwill, sales, and training venues. The course includes preparing charts and graphs, running productive meetings, and effective public speaking, preparing charts and graphs, running productive meetings, and effective public speaking. | 3 |
| ECO 201 | Macroeconomics or comparable lower division Economics class) | Addresses effects of the national economy on business cycles in regard to growth, inflation, and unemployment. Students consider how these factors are related to micro-level performance. | 3 |

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| ECO 301 | Microeconomics (or comparable upper division Economics class) | Presents the theory of exchange and production in terms of supply and demand, price adjustment, and market failure. Topics include types of costs and profits. <i>Prerequisite: ECO201.</i> | 3 |
| POL 101 | U.S Government (or other 100 level or above political science class) | Reviews the structure and functions of the U.S. government and the system of checks and balances with regard to federal power. The course distinguishes the types of authority that are left to the individual states. | 3 |
| PSY 101 | Psychology (or other 100 level or above psychology class) | Introduces basic theoretical constructs of psychology that explain mental processes and behavior. Students compare various schools of thought regarding perception, cognition, emotion, personality, and interpersonal relationships. | 3 |
| SOC 301 | Sociology (or other 300 level or above sociology class) | Introduces basic theoretical constructs of sociology that explain human interaction and social organization. Students examine cultural and environmental factors that influence social processes. | 3 |
| PHL 101 | Business Ethics (or other 100 level or above philosophy class) | Analyzes practical moral dilemmas that arise in business environments and the ethical principles that guide resolution of them. Students examine issues from multiple points of view in order to describe the role of business ethics as reconciling conflicting interests. | 3 |
| THR 301 | Film (or other 300 level or above literature, music, art, history or theatre class) | Examines fundamental elements of film analysis, including style, narrative, genre, and major approaches. Students investigate interpretations of film as artistic presentation, popular entertainment, and mass communication. | 3 |
| BIO 101 | Environmental Studies I (with lab) (or other 100 level or above physical science class) | Identifies ways in which humans interact with and impact their environment, including natural, constructed, and cultural surroundings. Students consider relationships among these environments that give rise to diverse business and economic circumstances. There is a lab component in this course. | 3 |
| BIO 301 | Environmental Studies II (or other 300 level or above physical science class) | Focuses on solutions to current green issues, including solar, wind, biofuels, green building design, and transportation. Students critique current environmental efforts and strategize ways to increase the public and private support they receive. <i>Prerequisite: BIO101</i> | 3 |
| MAT 101 | Introductory Algebra (or other 100 level or above math or | Introduces fundamental algebra concepts. Topics include integers; fractions, decimals, and percentages; algebra notation and symbols; | 3 |

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| | statistics class) | solving equations with roots and powers; linear equations and inequalities; graphing and linear systems; exponents and polynomials; and factoring. | |
| MAT 301 | Business Statistics (or other 300 level or above business statistics class) | Provides the tools to interpret fundamental statistics for business applications. Topics include descriptive statistics, probability, normal distributions, testing hypotheses, confidence intervals, linear regression, and correlation. <i>Prerequisite: MAT101.</i> | 3 |

Business Core Requirements (33 credit hours)

| Course Number | Course Title | Course Description | Credits |
|---------------|----------------------------------|---|---------|
| ACT 201 | Accounting I | Covers fundamental accounting concepts and techniques in accordance with Generally Accepted Accounting Principles for ledgers, journals, and the accounting cycle; introduces financial statements. Students conduct major operations for analysis of business transactions. | 3 |
| BUS 201 | Intro to Environment of Business | Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world. | 3 |
| ECO 303 | Money and Banking | Investigates the financial rules and institutional structure of banks, their common functions, and their broader commercial role in handling monetary funds. Students discuss the capacity of banks to influence economic events. | 3 |
| FIN 201 | Finance I | Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem between stockholders and top executives, the time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities. | 3 |
| HRM 301 | Human Resource Management | Explores the principles and practices of recruiting and maintaining an effective workforce. The course reviews generational differences and recent trends in employee career goals and on-the-job priorities. | 3 |
| LAW 201 | Legal Environment of Business | Investigates legal aspects of business. Students examine types of law, contracts, and regulatory obligations. | 3 |

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| LDR 401 | Leadership | Investigates leadership from practical perspectives including the expectations of constituent groups, personal credibility, enlisting others in a common vision, seizing initiative, fostering collaboration, recognizing and celebrating victories, and learning as a key to growing and fostering continued effective leadership skills. | 3 |
| LDR 403 | Change Management | Presents theory and procedures to anticipate, design, implement, and evaluate organizational change. Students examine an organization for use and implementation of the Balanced Scorecard, a tool for change initiatives and planning. | 3 |
| MGT 301 | Management | Focuses on the challenges of building a sense of community within a business, including interpersonal skills, group processes, and delegating power. The course emphasizes relationship building, creating teams, and employee motivation. | 3 |
| MKT 301 | Marketing | Addresses the components and principles of marketing plans, strategies, and processes. The course distinguishes elements of the marketing mix and types of communication involved in recruiting and retaining a stable customer base. | 3 |
| ORG 301 | Organizational Behavior | Covers models of human behavior at work, the dynamics between people and organizations, and how to promote effective teams. Students analyze current issues about working in and around organizations | 3 |

Major Field Requirements (27 credit hours)

| Course Number | Course Title | Course Description | Credits |
|---------------|---------------------|--|---------|
| MKT 201 | Advertising | Surveys the role, strategies, media, and creative elements of advertising in the U.S. Students distinguish the goals of advertising from those of public relations. | 3 |
| MKT 203 | Personal Selling | Covers psychology, sales knowledge, and communication procedures for establishing effective customer-product/service alignment. Students investigate partner relationships that support entrepreneurship. | 3 |
| MKT 205 | Promotion and Sales | Familiarizes students with the concepts and processes involved in an Integrated Marketing Communications (IMC) Plan. Students learn how the different communication elements such as advertising and promotion work together to enhance the marketing function and achieve | 3 |

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| | | maximum impact in the marketplace. | |
| MKT 299 | Marketing Project | Integrates major concepts and skills within the marketing emphasis. Students explore marketing principles in an existing enterprise or establishment. | 3 |
| MKT 303 | Consumer Behavior | Explains the traditional study of cognitive processes that promote the initial choice and ongoing use of a product or service, as well as newer loyalty-based methods of determining customer goals. Students assess the influences of reference groups. | 3 |
| MKT 401 | Marketing Management | Integrates marketing strategies for optimal and competitive communication to interpret various markets, develop stable customers, build strong brands, and deliver social value. Topics include the management of product and service marketing, creation of service marketing strategies, and development of a marketing analysis. | 3 |
| MKT 403 | Marketing Research | Addresses the role, design, methods, and analysis of collecting market data. Students consider how decisions about market research and market management influence each other. <i>Prerequisite: MAT301.</i> | 3 |
| SBM 301 | Franchise Selling | Covers the procedures and challenges of expanding an existing business through franchising. Topics include crafting the franchising agreement, managing operating systems, compliance with federal and local regulations, marketing the business, and handling disputes. | 3 |
| MKT 499 | Marketing Capstone | Applies learning outcomes compiled throughout the major. Students develop a project of personal or professional interest that is oriented to current trends in marketing. <i>Must be taken as last course in BBA marketing major.</i> | 3 |

Electives (15 credit hours)

Additional credit hours of course work must be selected from across the BBA program or transferred to complete the 120 hours of required study.

Total General Ed. Credits: 45

Total Business Core Credits: 33

Total Major Credits: 27

Total Elective Credits: 15

Total Bachelor of Business Administration: Marketing Major Credits: 120