

# **Marketing, B.B.A.**

## **Program Description**

Marketing impacts everyone, every day. The activity not only helps organizations promote goods and services to potential customers but also helps nonprofits deliver life-changing messages.

The marketing curriculum merges marketing theory with real-world practice to prepare students for working with either for-profit or nonprofit organizations. Students may choose a general program of study or one of the specialized career paths including advertising and digital media marketing, retail and consumer services, and sports and entertainment marketing. A marketing major prepares students to pursue a rewarding career in advertising, retailing, marketing research, digital marketing, sports marketing, social media, among other areas.



This program is a part of the Michael J. Coles College of Business.

## **Admission, Enrollment, and Graduation Policies**

### Admission Requirements

Admission to the Marketing, BBA program is separate from Admissions to Kennesaw State University. Students must meet the program requirements outlined below to pursue this degree program. In order to be able to take upper-division courses in Marketing and graduate with a Marketing B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet Coles College Sophomore GPA Requirement,
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

### Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0 PROGRAM REQUIREMENTS & GRADUATION.

## **Program Course Requirements**

### **Core IMPACTS Curriculum (42 Credit Hours)**

General Education Core IMPACTS Curriculum

### ***Core IMPACTS Curriculum Requirements Specific to This Major***

Must take MATH 1111 or higher in Mathematics & Quantitative Skills.

### **Core Field of Study (18 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

### **Leadership and Career Program (0 Credit Hours)**

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

### **Major Requirements (39 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

### ***Business Core (24 Credit Hours)***

- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

### ***Major Field Required Courses (15 Credit Hours)***

- MKTG 3150: Consumer Behavior
- MKTG 3410: Professional Selling
- MKTG 4100: Marketing Research
- MKTG 4820: International Marketing
- MKTG 4990: Marketing Strategy

### **Major Electives (21 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

### **Major Field Elective Courses (12 Credit Hours)\***

*Select 12 credit hours from the following list of courses:*

- MKTG 3800: Entertainment Marketing
- MKTG 4300: Basic Retailing
- MKTG 4350: Retail Management
- MKTG 4400: Directed Study
- MKTG 4430: Market Analysis
- MKTG 4450: Sales Management
- MKTG 4476: Contemporary Global Business Practices
- MKTG 4490: Special Topics in Marketing
- MKTG 4500: Internet Marketing and Global Business
- MKTG 4520: Social Media Marketing
- MKTG 4620: Services Marketing
- MKTG 4630: Direct Response Marketing
- MKTG 4650: Advertising
- MKTG 4666: Marketing for Entrepreneurs
- MKTG 4670: Promotional Strategy
- MKTG 4750: Advanced Selling
- MKTG 4850: Business to Business Marketing
- MKTG 4870: Sports Marketing
- MKTG 4880: Hospitality and Tourism Marketing
- MKTG 4570: Advanced Social Media Marketing

### **Related Studies (9 Credit Hours)**

*Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FIN, FTA, HMG, INS, IS, ISA, MGT, RE. MKTG courses cannot be used here. A maximum of 9 credit hours in Marketing Experiential Learning such as Internships and Co-ops may be used in this area. Experiential Learning cannot be used in any other area. See a*

*Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.*

## **Program Total (120 Credit Hours)**

### **\*Guidance for Selecting Major Field Electives:**

The Department offers a wide variety of marketing courses. Outlined below are suggested courses related to four potential career paths: Channels Marketing, Professional Selling, Social Media and Engagement Marketing, and Sports and Hospitality Marketing. If you would rather create your own path, please consult with a Career Coach or one of the Marketing and Professional Sales Faculty on the Coles Advising Team.

### ***I. Channels Marketing***

Channels marketing is a career path designed to engage channel members responsible for getting products into consumers' hands. Jobs in this field include both online and traditional retailing, business-to-business, and service environments.

- MKTG 4300: Basic Retailing
- MKTG 4350: Retail Management
- MKTG 4500: Internet Marketing and Global Business
- MKTG 4620: Services Marketing
- MKTG 4750: Advanced Selling

### ***II. Professional Selling***

Professional Selling is concerned with designing and delivering effective sales presentations, analyzing and managing individual accounts, and managing a sales force.

- MKTG 4430: Market Analysis
- MKTG 4450: Sales Management
- MKTG 4750: Advanced Selling
- MKTG 4850: Business to Business Marketing

### ***III. Social Media and Engagement Marketing***

Social media and engagement marketing focuses on activities that include consumers as participants. The primary emphasis is on promotions and includes two-way communication as well as digital, mobile, multi-, and traditional media.

- MKTG 4500: Internet Marketing and Global Business

- MKTG 4520: Social Media Marketing
- MKTG 4630: Direct Response Marketing
- MKTG 4650: Advertising
- MKTG 4670: Promotional Strategy

#### ***IV. Sports and Hospitality Marketing***

Sports and hospitality marketing concentrates on opportunities in the growing fields of sports, entertainment, restaurants, hotels, travel, and tourism.

- MKTG 3800: Entertainment Marketing
- MKTG 4620: Services Marketing
- MKTG 4870: Sports Marketing
- MKTG 4880: Hospitality and Tourism Marketing