



## MONTE AHUJA COLLEGE *of* BUSINESS

*Undergraduate*  
**BUSINESS**

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## BACHELOR *of* BUSINESS ADMINISTRATION (BBA)

# MARKETING

### WHY MARKETING?

Marketing is a visible cultural phenomenon and an indispensable business activity for-profit and non-profit organizations worldwide. A Bachelor's of Business Administration (BBA) in Marketing at the Monte Ahuja College of Business prepares students to generate revenue for a firm by identifying customer needs and responding to them creatively and profitably by developing, pricing, promoting, and distributing goods and services. Due to its critical role in the success of a business, marketing provides **a promising career path to top management positions.**

### THE PROGRAM

The BBA in Marketing is a **creative and challenging program** that prepares you through courses such as Buyer Behavior, Marketing Research, Marketing Strategy and Global Marketing. Our **industry partnerships** provide many opportunities to gain applied experience through class projects, independent study, internships and co-ops.

Students in the Marketing major can **specialize in one of four areas** within the field of marketing by concentrating their electives in their area of interest. These include **Marketing Communications, Consumer Marketing, Business-to-Business Marketing and International Marketing.**

### FACULTY

Our faculty members have Ph.D.s, extensive experience in the marketing industry, or both. Their **expansive networks** provide access to experts in a variety of marketing disciplines. They are passionate about your success and will help you choose the right courses to accomplish your goals.

### STUDENT ORGANIZATIONS

In-class experience is complemented by the activities of our award-winning student chapter of the **American Marketing Association (AMA)**. Membership provides increased opportunities for learning and networking, as well as access to potential employers.



## Four-year GRADUATION PLAN

# MARKETING

**THE BBA PROGRAM** requires completion of **120 credit hours** of course work that includes university, college and Marketing major requirements. Adhering to the recommended sequence below provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of these courses. Students will graduate from the program as a well-rounded professional with functional knowledge of each major business discipline, with a focus on Marketing.

### FIRST YEAR

FIRST SEMESTER	CREDITS
ENG 101 English I	3
MTH 148 Mathematics for Business Majors I*	3
BUS 151 The World of Business	3
Social Science elective (must be non-western focus)	3
ASC 101 Introduction to University Life	1
<b>TOTAL</b>	<b>13</b>

SECOND SEMESTER	CREDITS
ENG 102 English II	3
MTH 149 Mathematics for Business Majors II*	4
Arts and Humanities elective I	3
Natural Science with Lab elective**	4
IST 203 Software Tools for Personal Productivity	3
<b>TOTAL</b>	<b>17</b>

### SECOND YEAR

THIRD SEMESTER	CREDITS
BUS 201 Applied Business Statistics	3
ECN 202 Principles of Microeconomics	3
GAD 250 Business Communication (W)	3
ACT 221 Introductory Accounting I	3
African-American Experience elective**	3
<b>TOTAL</b>	<b>15</b>

FOURTH SEMESTER	CREDITS
OSM 202 Introduction to Business Analytics	3
ACT 222 Introductory Accounting II	3
Natural Science elective**	3
U.S. Diversity elective**	3
ECN 201 Principles of Macroeconomics	3
<b>TOTAL</b>	<b>15</b>

### THIRD YEAR

FIFTH SEMESTER	CREDITS
MKT 301 Fundamentals of Marketing	3
BUS 351 Business, Society and Government (W)	3
FIN 351 Introduction to Financial Management	3
MGT 321 Organizational Behavior	3
IST 305 Introduction to Information Systems	3
<b>TOTAL</b>	<b>15</b>

SIXTH SEMESTER	CREDITS
MKT 420 Buyer Behavior	3
OSM 311 Introduction to Operations Management	3
MKT 431 Marketing Research	3
BLW 411 Business Law and Ethics (W)	3
Marketing elective	3
<b>TOTAL</b>	<b>15</b>

### FOURTH YEAR

SEVENTH SEMESTER	CREDITS
MKT 450 Selling & Sales Force Management	3
MKT 464 Marketing Strategy	3
Marketing elective	3
Marketing elective	3
Arts and Humanities elective II	3
<b>TOTAL</b>	<b>15</b>

EIGHTH SEMESTER	CREDITS
MGT 465 Management Strategy and Policy (W)	3
MKT 495 Consulting	3
Marketing Elective	3
Marketing Elective	3
Marketing Elective	3
<b>TOTAL</b>	<b>15</b>

## MARKETING MAJORS

A minimum grade of “C” or higher is required in all MARKETING MAJOR related courses, if a grade below a “C” is earned the course(s) must be repeated.

- \*The Analytical Geometry and Calculus sequence (MTH 181-182) may be substituted for the Mathematics for Business Majors sequence (MTH 148-149).
- \*\*Before choosing electives, students should consult an advisor.
- (W) Counts as a Writing Across the Curriculum course for university graduation requirements (only if taken at CSU). Students must earn a grade of “C” or better in order to receive Writing Across the Curriculum credit.