



# Monte Ahuja College of Business

## Bachelor of Business Administration Degree - Academic Graduation Plan: Stage 3 & 4

Each term select courses from the Upper Division BBA Core & Major requirement list

## Upper Division & **MARKETING**

### Major Requirements Effective fall Semester 2008

#### Upper Division B.B.A. Core Requirements

MKT 301	Fundamentals of Marketing	(3)	<input type="checkbox"/>
FIN 351	Introduction to Financial Management	(4)	<input type="checkbox"/>
	<i>*req: ACT 221/222 &amp; ECN201/202</i>		
MLR 321	Organizational Behavior	(3)	<input type="checkbox"/>
BLW 411	Business Law & Ethics (W)	(3)	<input type="checkbox"/>
OSM 311	Introduction to Operations Management	(3)	<input type="checkbox"/>
	<i>*pre: OSM 201</i>		
MKT 351	Business, Society & Government (W)	(3)	<input type="checkbox"/>
IST 305	Info Tech for Competitive Advantage <i>*pre: IST 203</i>	(3)	<input type="checkbox"/>
ECN 302	Intermediate Microeconomics <i>*pre: ECN201/202</i>	(3)	<input type="checkbox"/>

+ MLR 465 Management Strategy & Policy (W) (3)   
 + Students may not register for MLR 465 until all other Upper Division B.B.A. Core Requirements are completed. MLR 465 may not be taken concurrently with any other Upper Division Core Requirements.

- (W) Counts as a Writing Across the Curriculum course for university requirements (only if taken at CSU). Students must earn a grade of "C" or better in order to receive Writing Across the Curriculum credit.

#### The College of Business requires a minimum of 128 credits for graduation.

- Marketing Major Requirements:** Students must take a minimum of 32 semester hours of Marketing courses beyond those included in the Upper Division B.B.A. Core (MKT 301 and MKT 351). The Marketing major requires completion of **four Marketing core** courses (MKT 420, MKT 431, MKT 464, MKT 495) **plus** a minimum of 16 credit hours in electives (selected from list below).
- A minimum grade of "C" is required in all Marketing courses required of the Marketing Major, including MKT 301.** Note: this rule does not apply to MKT 351; although a minimum grade of "C" is required in MKT 351 in order to earn WAC credit Marketing core courses in which a grade below "C" was earned must be repeated. Marketing elective courses in which a grade below "C" was earned must either be repeated or substituted by completing a different elective.

#### Required Courses for Marketing Major

##### Marketing Core Courses

Course	Title	Credits	
MKT 420	Consumer Behavior	(4)	___
MKT 431	Marketing Research	(4)	___
MKT 464	Marketing Strategy <i>*req: MKT 420 &amp; MKT 431</i>	(4)	___
MKT 495	Consulting <i>*req: MKT 420 &amp; MKT 431</i>	(4)	___

##### Marketing Elective course selections:

See Campus Net or the Marketing Department for updated listings

MKT Elective (4) \_\_\_\_\_ MKT Elective (4) \_\_\_\_\_

MKT Elective (4) \_\_\_\_\_ MKT Elective (4) \_\_\_\_\_

- |   |   |
|---|---|
| MKT 321 International Business (4)              | MKT 454 Online Marketing Strategies (4)                                 |
| MKT 411 Retailing Strategy and Management (4)   | MKT 456 Customer Relationship Management (4)                            |
| MKT 440 Field Experience Abroad (4)             | MKT 461 Global Marketing Strategy (4) <i>*prior course work MKT 321</i> |
| MKT 441 Integrated Marketing Communications (4) | MKT 490 Professional Marketing Internship (2-4)                         |
| MKT 450 Selling & Sales Force Management (4)    | MKT 493 Special Topics in Marketing (1-4)                               |
| MKT 452 Business-to-Business Marketing (4)      | MKT 496 Independent Study (1-4)   |

#### **Department of Marketing Contact Information:**

Campus Location: BU 460 • Telephone: (216) 687-4771 • Email: [marketing@csuohio.edu](mailto:marketing@csuohio.edu)