

Cleveland State University
Monte Ahuja College of Business
 Bachelor of Business Administration Degree
Marketing Major

Fall 2022 – Spring 2023: Recommended Academic Course Sequence

First Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
MTH 148 Mathematics for Business Majors I	3		M/QL	BUS 201 Applied Business Statistics	3	X	M/QL
BUS 151 The World of Business	3	X		BUS 193 Special Topic: Business Major Experience	1	X	
IST 203 Software Tools for Personal Productivity	3	X		Arts and Humanities Elective**	3		A&H
U S Diversity Elective	3		DIV	Natural Science Elective & Lab	4		NS/Lab
ASC 101 Introduction to University Life	1		INTRO				
Semester Total	16			Semester Total	14		

Second Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ACT 221 Introductory Accounting I	3	X		ACT 222 Introductory Accounting II	3	X	
OSM 202 Introduction to Business Analytics	3	X		OSM 311 Introduction to Operations Management	3	X	
GAD 250 Business Communication (W)	3	X	WAC	MKT 301 Fundamentals of Marketing	3	X	
MKT 350 Principles of Personal Selling	3	X		ECN 201 Principles of Macroeconomics	3	X	SS
ECN 202 Principles of Microeconomics	3	X	SS	Natural Science Elective	3		NS
Semester Total	15			Semester Total	15		

Third Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 420 Buyer Behavior	3	X		MKT 431 Marketing Research	3	X	
FIN 351 Introduction to Financial Management	3	X		Marketing 300 - 400 Major Elective	3	X	
MGT 321 Organizational Behavior	3	X		African American Experience Elective	3		DIV
IST 305 Info Tech for Competitive Advantage	3	X		Arts and Humanities Elective**	3		A&H
Marketing 300 - 400 Major Elective	3	X		BLW 411 Business Law and Ethics (W)	3	X	WAC
Semester Total	15			Semester Total	15		

Fourth Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 464 Marketing Strategy	3	X		MGT 465 Management Strategy and Policy (W)	3	X	WAC/CAP
Marketing 300 - 400 Major Elective	3	X		MKT 495 Consulting	3	X	
Marketing 300 - 400 Major Elective	3	X		Marketing 300-400 Major Elective	3	X	
BUS 351 Business, Society and Government (W)	3	X	WAC	MKT 300 - 400 or BUS (any area) 300 - 400 Major Elective	3	X	
Social Science**	3		SS	General Elective from any CSU discipline area	3	X	
				BUS 498 Bus Undergraduate Completion Exit Evaluation	0	X	
Semester Total	15			Semester Total	15		
Apply for Spring graduation prior to Sep 9th							

Degree Requirements: 120 Credit Hours & required coursework

Fall 2022 – Spring 2023: Bachelor of Business Administration Degree –Marketing Major Requirements

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency. **College/Program Notes:** Bachelor of Business Administration students are required to complete 120 hours of course work that includes university, college, and major requirements. Adhering to the recommended sequence outlined in this document provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of the courses required for this program.

BBA Degree Academic Grade Requirements: A minimum of a final grade of C or higher is required for the following courses: ENG 100/101, ENG 102, ACT 221, ACT 222, MTH 148, BUS 201, GAD 250, BLW 411 & MGT 465 or the courses must be repeated.

Major Requirements: All Marketing Major courses at the 300 level and the 400 level require a final grade of “C” or higher or the course must be repeated.

The plan above is an enrollment guideline that follows the required College of Business academic guidelines. Also, the plan ensures all General Education, College, University, and Major requirements are met within 4 years of study. General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a minimum of 120 total credit hours, of which a minimum of 42 credit hours must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above or may need additional electives.

University General Education Key:

INTRO = Introduction to University Life (one course)
 W/C = Writing/Composition (two courses; C or better required)
 M/QL = Mathematics/Quantitative Literacy (two courses)
 NS = Natural Sciences (two courses, one of which must have a lab)

SS = Social Sciences (two courses from different departments**)
 A&H = Arts & Humanities (two courses from different departments**)
 DIV = Social Diversity (two courses; one US Diversity and one African American Experience)
 WAC/SPAC = Writing/Speaking Across the Curriculum (three courses, one in the major; C or better required)
 CAP = Capstone

** One of the four total SS and A&H courses, one must be focused on Africa, Latin America, Asia, or the Middle East (ALAAME)

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