



Monte Ahuja
College of Business

Marketing

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



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. Because of 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.



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FOUR-YEAR GRADUATION PLAN

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 Non-U.S. Society elective** | 3 |
| ASC 101 Introduction to University Life | 1 |
| TOTAL | 13 |

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

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 |
| TOTAL | 15 |

| 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 |
| TOTAL | 15 |

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 |
| TOTAL | 15 |

| 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 |
| TOTAL | 15 |

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 Non-U.S. Society elective | 3 |
| TOTAL | 15 |

| EIGHTH SEMESTER | CREDITS |
|--|-----------|
| MGT 465 Management Strategy and Policy (W) | 3 |
| MKT 495 Consulting | 3 |
| Marketing Elective | 3 |
| Marketing Elective | 3 |
| Marketing Elective | 3 |
| TOTAL | 15 |

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.

Contact Advising:

216-687-3729 ■ businessadvising@csuohio.edu ■ 1860 E. 18th St., BU 219 · Cleveland, OH 44114