



# Marketing B.B.A. Degree

## Marketing

Marketing is increasingly the critical force driving today's successful business. Marketing is at the core of overall strategy for manufacturers, service companies, and not-for-profit institutions. Every successful organization recognizes an effective marketing program as a necessity for providing a high level of customer satisfaction and in turn the achievement of organizational goals. All organizations seek highly motivated, professionally educated marketing specialists to design and execute their customer driven marketing programs.

This is your opportunity to become a member of the marketing team in an organization (industry) that truly interests you, such as: professional sports teams, lodging, travel, tourism, art institutes, entertainment, museums, health care, religious and human services organizations, charitable institutions, music merchandising, and the traditional manufacturing and retail trades.

Careers in marketing fields are expected to grow much faster than the average for all occupations according to U.S. Bureau of Labor Statistics. Of the many career paths chosen by business graduates, marketing is the single largest employment category in the U.S. labor force.

### Marketing Management

Marketing manager (brand manager, business unit manager, VP marketing), advertising copywriter, art director, advertising account manager, sales promotion, manager), retail management (department manager, buyer, store manager), and sales and sales management (sales trainee, sales representative, key account representative, sales manager, regional sales manager, sales executive). Entry level positions generally require a bachelor's degree and good communication and organizational skills. Salary range: \$24,000 for entry level positions to more than \$100,000 for more advanced positions. Additional compensation in many of these positions may include a car, expense account, and bonuses based upon position and performance. Responsibilities vary significantly based on career position, but are generally challenging and exciting.

### The Marketing Club

Affiliated with the American Marketing Association and open to marketing and other business students.

### For More Information

Department of Management, Marketing and International Business  
011 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
**ACCREDITED**



**Suggested Curriculum Guide for Marketing Concentration**

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\* Student Success Seminar
- E-2 MAT 112 Algebra & Applications (or MAT 211 Calculus)
- E-5B PSY 200 or SOC 131 Intro PSY or Intro SOC
- E-1A\* ENG 101
- E-6 Diversity
- CIS 212 Intro to CIS or INF 104 Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201 Introduction to Financial Accounting
- ECO 231 Principles of Economics II
- QMB 200 Business Statistics
- E-4A Biological or E4B Physical Lab Science
- E-3A Arts

**Junior (1<sup>st</sup> Semester) 15 hrs**

- CCT 300W Managerial Reports
- CIS 300 Management Information Systems
- MGT 300 Principles of Management
- MKT 300 Principles of Marketing
- MGT 340 Management Science
- BTS 300 Professional Skills Seminar (0 credit)\*

**Senior (1<sup>st</sup> Semester) 15 hrs**

- MKT Elective (3 hrs)
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- MKT 455 Marketing Research and Analysis
- MGT 370 Operations Management
- Free Elective ( Non-Business 3 hrs)

**Freshman (2<sup>nd</sup> Semester) 15 hrs**

- E1B\* ENG 102
- E-4A Biological or E4B Physical Lab Science
- E-1C CMS 100 or 210
- GBU 101\* Introduction to Business
- ECO 230 Principles of Economics I

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202 Introduction to Managerial Accounting
- GBU 204 Legal and Ethical Environments of Business
- E-3B Humanities
- E-5A History
- E-6 Diversity

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- MKT 350 Consumer Behavior in Marketing
- FIN 300 Business Finance I
- MKT 400 International Marketing
- MKT Elective (3 hrs)
- Free Elective (3 hrs)

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- GBU 480\* Business Strategy
- MKT 460 Marketing Management
- MKT Elective (3 hrs)
- Free Elective (Non-Business 5 hrs)
- BTS 400 College to Careers Seminar (0 credit)\*

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements**

GBU 101, MGT 340, MKT 350, 400, 455, 460, and 12 hours of approved upper-division Marketing electives excluding MKT 300 and MKT 349. .... 30 hrs

**Supporting Course Requirements**

.....	9 hrs
MAT 112/211 (counted in GE Element 2)	
CIS 212 or INF 104	
PSY 200/200W or SOC 131 (counted in GE Element 5)	
ECO 230 & 231	

**Free Electives (Non-Business)**

..... 11 hrs

**Total Curriculum Requirements**..... 120 hrs