

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION - MKT

MAJOR REQUIREMENTS (63 HOURS)

The Marketing Major, in addition to the B.B.A degree requirements, requires 24 additional upper-level marketing course credits. Twelve of these upper-level marketing credits must be taken as BUAD 331, BUAD 333, BUAD 334, and BUAD 433. The remaining 12 credit hours may be taken from the list of marketing courses offered under "electives". Please notice course prerequisites apply to some of these courses.

In addition to the Marketing major a student may choose to earn a concentration in another Business Administration discipline:

- Accounting
- Finance,
- International Business,
- Management,
- Management Information Systems.

Code	Title	Credits
Required		
BUAD 201	Principles of Financial Accounting ¹	3
BUAD 202	Principles of Managerial Accounting ¹	3
BUAD 221	Principles of Management ¹	3
BUAD 231	Principles of Marketing ¹	3
ECON 251	Principles of Macroeconomics ¹	3
ECON 252	Principles of Microeconomics ¹	3
BUAD 312	Principles of Finance	3
BUAD 341	Statistical Applications	3
BUAD 344	Business Law I	3
BUAD 346	Personal Ethics and Corporate Culture	3
BUAD 347	Business Analytics	3
BUAD 446	Strategic Management	3
BUAD 331	Advertising and Promotion	3
BUAD 333	Marketing Research	3
BUAD 334	Buyer Behavior	3
BUAD 433	Digital Marketing	3
Electives		12
BUAD 336	Brand Management	
BUAD 342	New Venture	
BUAD 332	Social Media Marketing	
BUAD 335	Supply Chain Marketing	
BUAD 390	Topics in Business	
BUAD 432	International Marketing	
BUAD 434	Sales Management and Professional Selling	
BUAD 437	Artificial Intelligence Marketing	
BUAD 438	Service Marketing	

Required Supporting Courses

MATH 114	Introduction to Statistics	3
Total Credits		63

¹ A cumulative grade point average of 2.5 in the following six courses. Students are not allowed to retake courses in which they have received a grade of "C" or better in order to achieve the 2.5 requirement. Only courses with a grade of "C-" or below must be retaken. All grades are figured into the requirement. The calculation includes only SMC grades. No grade received outside SMC is included in the calculation.

Advanced Writing Proficiency

To satisfy the Department of Business Administration and Economics Advanced Writing Proficiency requirement students must demonstrate writing proficiency in their chosen disciplines. This requires students to compile a portfolio of three items: a completed LinkedIn profile, accepted comprehensive project paper, and a reflection essay regarding personal lessons gleaned from team work on the comprehensive project.

Senior Comprehensive

B.B.A.

The Comprehensive Project utilizes a case study format working with faculty mentors. It provides teams of students with an integrative group learning experience and tests technical competencies, problem solving and strategic analysis skills, an awareness of ethical issues, communication and interpersonal skills, and quantitative skills. The case also requires the team to consider international and intercultural ramifications. The project culminates with written and oral presentations to department faculty and peers.

STUDENT LEARNING OUTCOMES

Undergraduate students upon graduation with a B.B.A. degree in Marketing:

- A Marketing Major will possess the most current industry knowledge used in the ever-evolving marketing discipline.
- A Marketing Major will be able to bring to bear quantitative and analytical skills to the marketing environment.
- A Marketing Major will be able to discern qualitative distinctions and proper applications of textual, visual, and auditory content.
- A Marketing Major will have a clear comprehension of marketing roles, processes and systems.
- A Marketing Major will be able to fully utilize research, data, consumer behavior, in both traditional and digital marketing environments.