

MARKETING (BBA)

Program Overview

Students completing the marketing major will learn how to effectively conceive, promote, price, and distribute goods and services. This requires the ability to discover consumer needs, to assess complex and changing marketing situations, to determine the best marketing strategies for these situations, and to execute the strategies effectively. Marketing is an integral and essential part of any successful business.

Career Opportunities

Marketing Manager, Salesperson, Promotions Manager, Public Relations Manager, Merchandising Manager, Account Manager/Executive, Internet Marketing Director, Strategic Marketing Manager, Communication Officer, Consultant, Advertising Manager, Marketing Researcher

Program of Study

Click on the Program Map tab to view a term-by-term guide for completing the program requirements.

Core Requirements

Code	Title	Credit Hours
Area A Essential Skills		
ENGL 1101	English Composition I (minimum grade of C)	3
ENGL 1102	English Composition II (minimum grade of C)	3
Select one of the following:		3
MATH 1001	Quantitative Skills and Reasoning	
MATH 1101	Introduction to Mathematical Modeling	
MATH 1111	College Algebra ¹	
MATH 1113	Pre-Calculus	
MATH 1125	Applied Calculus	
MATH 1131	Calculus with Analytic Geometry I	
Area A Total		9
Area B Institutional Options ²		
B1: Select 3 hours of following courses:		3
COMM 1110	Public Speaking	
Any Foreign Language 1001, 1002, 2001, 2002		
B2: Select 1 or 2 hours of the following courses:		1-2
ITDS 1779	Scholarship Across the Disciplines	
LEAD 1705	Introduction to Servant Leadership	
PERS 1506	Perspectives 1-hour	
PERS 1507	Perspectives 2-hour	
Area B Total		4-5
Area C Humanities/Fine Arts/Ethics		
Select one of the following humanities courses:		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ITDS 1145	Comparative Arts ³	
ITDS 1155	The Western Intellectual Tradition	
ITDS 2125	Historical Perspectives on the Philosophy of Science and Mathematics	
PHIL 2010	Introduction to Philosophy	

Select one of the following fine arts courses:		3
ARTH 1100	Art Appreciation	
ITDS 1145	Comparative Arts ³	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
ARTH 2125	Introduction to the History of Art I– Prehistoric through Gothic	
ARTH 2126	Introduction to the History of Art II– Renaissance through Modern	
Area C Total		6
Area D Science/Math/Technology ²		
D1: Select two of the following science courses, one of which must include a lab:		7-8
ANTH 1145	Human Origins (no lab)	
ASTR 1105 & ASTR 1305	Descriptive Astronomy: The Solar System and Descriptive Astronomy Lab (lab optional)	
ASTR 1106 & ASTR 1305	Descriptive Astronomy: Stars and Galaxies and Descriptive Astronomy Lab	
ATSC 1112 & 1112L	Understanding the Weather and Understanding the Weather Lab	
BIOL 1215K	Principles of Biology (lab included)	
BIOL 1125	Contemporary Issues in Biology Non-Lab (no lab)	
BIOL 1225K	Contemporary Issues in Biology with Lab (lab included)	
CHEM 1151 & 1151L	Survey of Chemistry I and Survey of Chemistry I Lab	
CHEM 1152 & 1152L	Survey of Chemistry II and Survey of Chemistry II Lab	
CHEM 1211 & 1211L	Principles of Chemistry I and Principles of Chemistry I Lab	
CHEM 1212 & 1212L	Principles of Chemistry II and Principles of Chemistry II Lab	
ENVS 1105 & 1105L	Environmental Studies and Environmental Studies Laboratory (lab optional)	
ENVS 1205K	Sustainability and the Environment	
GEOL 1110	Natural Disasters: Our Hazardous Environment (no lab)	
GEOL 1121 & 1121L	Introductory Geoscience I: Physical Geology and Introductory Geoscience I: Physical Geology Lab	
GEOL 1122 & GEOL 1322	Introductory Geo-sciences II: Historical Geology and Introductory Geo-sciences II: Historical Geology Lab	
GEOL 2225	The Fossil Record (lab included)	
PHYS 1111 & PHYS 1311	Introductory Physics I and Introductory Physics I Lab	
PHYS 1112 & PHYS 1312	Introductory Physics II and Introductory Physics II Lab	
PHYS 1125 & PHYS 1325	Physics of Color and Sound and Physics of Color and Sound Lab (lab optional)	
PHYS 2211 & PHYS 2311	Principles of Physics I and Principles of Physics I Lab	
PHYS 2212 & PHYS 2312	Principles of Physics II and Principles of Physics II Lab	

D2: Select one of the following courses or a science course from above: ⁴	3-4
CPSC 1105 Introduction to Computing Principles and Technology	
CPSC 1301K Computer Science I	
GEOG 2215 Introduction to the Geographic Information Systems	
MATH 1113 Pre-Calculus	
MATH 1125 Applied Calculus	
MATH 1131 Calculus with Analytic Geometry I	
MATH 1132 Calculus with Analytic Geometry II	
MATH 1165 Computer-Assisted Problem Solving	
MATH 2125 Introduction to Discrete Mathematics	
PHIL 2500 Formal Logic	
STAT 1401 Elementary Statistics	
Area D Total	10-11
Area E Social Sciences	
HIST 2111 U. S. History to 1865	3
or HIST 2112 U. S. History since 1865	
POLS 1101 American Government	3
Select one of the following behavioral science courses:	3
ECON 2105 Principles of Macroeconomics	
ECON 2106 Principles of Microeconomics	
PHIL 2030 Moral Philosophy	
PSYC 1101 Introduction to General Psychology	
SOCI 1101 Introduction to Sociology	
Select one of the following world culture courses:	3
ANTH 1105 Cultural Anthropology	
ANTH 1107 Discovering Archaeology	
ANTH 2105 Ancient World Civilizations	
ANTH/ENGL 2136 Language and Culture	
GEOG 1101 World Regional Geography	
HIST 1111 World History to 1500	
HIST 1112 World History since 1500	
INTS 2105 Introduction to International Studies and Cross-Cultural Learning	
ITDS 1156 Understanding Non-Western Cultures	
Area E Total	12
Wellness Requirement	
Select one of the following:	3
KINS 1106 Lifetime Wellness	
or PHED 1205 Concepts of Fitness	
Select one PEDS course (https://catalog.columbusstate.edu/course-descriptions/peds/#peds)	
Wellness Total	3
Total Credit Hours	45

¹ MATH 1111 College Algebra is recommended in Area A. Business majors must complete MATH 1111 College Algebra with a C or better grade for admission to BUSA 3115 Business Analytics I and Area G courses.

² Note: Students must complete Area B and Area D with a combined total of 15 credit hours within the following ranges. Any additional

hours may be applied to Area F or beyond, depending on the program of study. Students should consult their advisors.

- Area B1, 3 hours;
- Area B2, 1-2 hours;
- Area D1, 7-8 hours;
- Area D2, 3-4 hours.

³ ITDS 1145 Comparative Arts, though listed under both humanities and fine arts, may be taken only once.

⁴ MATH 1125 Applied Calculus is recommended for students considering graduate studies.

CPSC 1301K Computer Science I is recommended for students enrolled in MISM programs.

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Area F Courses Related to Major¹		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
	or MISM 2115	
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Area F Total		18
Area G BBA Core		
Minimum 2.0 GPA is required		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
	or MISM 3116 Business Analytics II	
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
Area G Total		27
Area H Major Course Requirements		
Minimum grade of C is required		
MKTG 3135	Consumer Behavior	3
MKTG 3136	Advertising	3
MKTG 4135	Marketing Research	3
MKTG 4185	Marketing Management	3
MKTG 3***/4***	Elective (advisor approved)	3

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Area H Total		21
Area I General Electives		
Minimum 2.0 GPA is required for Area I business electives		
ACCT/BUSA/ MISM/ECON/ FINC/FTEC/ MGMT/MKTG 3***/4***	Elective	9
Non-Business 1***/2***/3***/4**	Non-Business Elective	3
Area I Total		12
Total Credit Hours		123

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111 or MATH 1113	College Algebra (minimum grade of C) or Pre-Calculus	3
AREA D	Non-Lab Science	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		15
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
Credit Hours		16

Spring		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
At the end of spring, 63 hours (Areas A-Wellness) should be complete		
Credit Hours		17

Third Year

Fall		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3
MKTG 3115	Principles of Marketing (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3
Credit Hours		15

Spring		
BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3
MKTG 3135	Consumer Behavior (minimum grade if C)	3
MKTG 3136	Advertising (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
Credit Hours		15

Fourth Year

Fall		
FINC 3105	Principles of Finance (minimum 2.0 GPA)	3
MKTG 4135	Marketing Research (minimum grade of C)	3
AREA H	Marketing Elective (minimum grade of C)	3
AREA H	Marketing Elective (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
Credit Hours		15

Spring		
BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MKTG 4185	Marketing Management (minimum grade of C)	3
AREA H	MKTG Elective (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
AREA I	General Elective	3
Credit Hours		15
Total Credit Hours		123

Additional Notes

This program map illustrates appropriate coursework for completing a degree within four years, provided that course grades allow for earned credit. Please consult with your advisor to determine when courses can be switched out with others and taken in a different semester or sequence than illustrated since not all courses are taught every semester.

- This map is for illustrative purposes only and does not constitute a legal contract on the part of CSU since degree requirements or course offerings could change. As always, check with your advisor.
- Students must complete "Area A " (ENGL 1101 English Composition I, ENGL 1102 English Composition II, and MATH 1001 Quantitative Skills and Reasoning or higher) prior to reaching 30 hours and earn a "C" or higher in ENGL 1101 and 1102.
- As of Fall 2013, all undergraduate students are required each semester to meet the 2.0 institutional GPA standard for satisfactory academic progress.

An overall 2.0 GPA is required for graduation.

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and a C average in Area I business electives.

Program Learning Outcomes

1. Apply marketing concepts and basic marketing theories to business situations.
2. Demonstrate the impact of marketing and business performance.
3. Apply digital technology and statistical methods to marketing issues.
4. Solve marketing problems through the use of critical thinking and analytical skills.