

# B.B.A. Marketing with Entrepreneurship/Small Business Emphasis

## Program Admissions Requirements

There are no program admission requirements for the B.B.A. in Marketing.

## General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3 - MGT 2216		3
Objective 4		6
Objective 5		7
Objective 6 - ECON 2201		6
<b>Students must fulfill Objective 7 or Objective 8</b>		<b>3</b>
Objective 7 - INFO 1181 or CS 1181		
Objective 8 - INFO 1101 or FIN 1115		
Objective 9		3
Total Credits		37

## Core Business Course Requirements

To assure a minimum level of competence in all functional areas of business, the College of Business requires each student in the B.B.A. program to complete the following courses:

Code	Title	Credits
ACCT 2201	Principles of Accounting I	3
ACCT 2202	Principles of Accounting II	3
BA 1110	The World of Business	3
BA 2210	Introduction to Professional Development I	1
BA 3310	Exploring Professional Development II	1
ECON 2201	Principles of Macroeconomics (partially satisfies General Education Objective 6)	3
ECON 2202	Principles of Microeconomics	3
CMP 2201	Business and Professional Communication	3
ENGL 3307 or ENGL 3308	Professional and Technical Writing Business Communications	3
<b>Take one of the following:</b>		<b>3</b>
INFO/CS 1181	Informatics and Programming I (Satisfies General Education Objective 7)	
INFO 1101	Digital Information Literacy (Satisfies General Education Objective 8)	
FIN 1115	Personal Finance (Satisfies General Education Objective 8)	
INFO 3301	Introduction to Informatics and Analytics	3

FIN 3315	Corporate Financial Management	3
MGT 2216	Business Statistics (satisfies General Education Objective 3)	3
MGT 2217	Advanced Business Statistics	3
MGT 2261	Legal Environment of Organizations	3
MGT 3312	Individual and Organizational Behavior	3
MGT 3329	Operations and Production Management	3
MGT 4460	Strategic Management	3
MKTG 2225	Basic Marketing Management	3
College of Business Applied Educational Requirement		
Total Credits		53

## Major Requirements

Code	Title	Credits
MKTG/MGT 4410	Entrepreneurship Opportunity Feasibility and Planning	3
MKTG/MGT 4411	Small Business and Entrepreneurship Practicum	3
MKTG 4426	Marketing Research	3
MKTG 4427	Consumer Behavior	3
MKTG 4432	New Product Management	3
MKTG 4454	Advanced Marketing Management	3
<b>Two of the following:</b>		<b>6</b>
ACCT 3341	Managerial and Cost Accounting	
ACCT 3360	Small Business Accounting	
FIN 4445	Real Estate Finance	
FIN 4464	Entrepreneurial Finance	
MGT 4465	International Business	
MGT 4480	Labor and Employment Law	
MKTG 4405	Personal Selling and Sales Force Management	
MKTG 4421	Services Marketing	
Total Credits		24

## Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	BBA Core (Required General Education credits removed.)	44
	Major Requirements	24
	Upper Division Free Electives	0
	Free Electives	15
Total Credits		120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation/>)

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