B.B.A. Marketing with Operations Management 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Objective 2</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Objective 3 - MGT 2216</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Objective 4</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Objective 5</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Objective 6 - ECON 2201</td>
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</tbody>
</table>

Students must fulfill Objective 7 or Objective 8

- 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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2201</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2202</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BA 1110</td>
<td>The World of Business</td>
<td>3</td>
</tr>
<tr>
<td>BA 2210</td>
<td>Introduction to Professional Development I</td>
<td>1</td>
</tr>
<tr>
<td>BA 3310</td>
<td>Exploring Professional Development II</td>
<td>1</td>
</tr>
<tr>
<td>ECON 2201</td>
<td>Principles of Macroeconomics (partially satisfies General Education Objective 6)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2202</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>CMP 2201</td>
<td>Business and Professional Communication</td>
<td>3</td>
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<tr>
<td>ENGL 3307</td>
<td>Professional and Technical Writing</td>
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<tr>
<td>or ENGL 3308</td>
<td>Business Communications</td>
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</table>

Take one of the following: 3

- 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

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 1

Total Credits 53

Major Requirements

Code | Title | Credits |
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>MKTG 4426</td>
<td>Marketing Research</td>
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<tr>
<td>MKTG 4427</td>
<td>Consumer Behavior</td>
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</tbody>
</table>

Additional courses required for Operations Management Emphasis:

- MGT 4434: Productivity and Quality 3
- MGT 4482: Project Management 3
- MKTG 4421: Services Marketing 3
- MKTG 4432: New Product Management 3
- 6 additional credits of upper division courses 2 6

Total Credits 24

Degree Totals

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Program Admission Requirements</td>
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<tr>
<td>General Education</td>
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</tr>
<tr>
<td>BBA Core (Required General Education credits removed.)</td>
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</tr>
<tr>
<td>Major Requirements</td>
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<tr>
<td>Upper Division Free Electives</td>
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<tr>
<td>Free Electives</td>
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<td>15</td>
</tr>
</tbody>
</table>

Total Credits 120

1 The following courses satisfy the applied educational requirement:
ACCT 4440, FIN 4451, FIN 4452, INFO 4488, MGT 4411/MKTG 4411, and any 3393 Internship course or 4493 Advanced Internship course offered from the College of Business.

2 The following courses will not fulfill the upper division requirements:
Any upper division course in the BBA Core-
BA 3310, FIN 3315, INFO 3301, MGT 3312, MGT 3329, MGT 4460
Any 3000-level internship-
ACCT 3393, ECON 3393, FIN 3393, INFO 3393, MKTG 3393
Any College of Business course for non-business majors-
ACCT 3303, FIN 3303, INFO 3303, MGT 3303
ISU Degree Requirements (http://coursecat.isu.edu/undergraduate/degreerequirements)

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

MAP