

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.

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
Students must fulfill Objective 7 or Objective 8		3
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
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	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 ¹		
Total Credits		53

Major Requirements

Code	Title	Credits
MKTG 4426	Marketing Research	3
MKTG 4427	Consumer Behavior	3

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

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

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/degerequirements>)

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

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