

# B.B.A. Marketing with Data Analytics 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
<b>Total Credits</b>		<b>37</b>

## 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
MGT 1101	Introduction to Business	3
MKTG 3310	Professional Development and Personal Branding	3
CMP 2201	Business and Professional Communication	3
ECON 2201	Principles of Macroeconomics (partially satisfies General Education Objective 6)	3
ECON 2202	Principles of Microeconomics	3
ENGL 3307	Professional and Technical Writing	3
or ENGL 3308	Business Communications	
<b>Take one of the following:</b>		<b>3</b>
INFO/CS 1181	Informatics and Programming I	
FIN 1115	Personal Finance	
INFO 1101	Digital Information Literacy	
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 Supply Chain Management	3
MGT 4460	Strategic Management	3
MKTG 2225	Introduction to Marketing	3
College of Business Applied Educational Requirement <sup>1</sup>		
<b>Total Credits</b>		<b>54</b>

## Major Requirements

Code	Title	Credits
MKTG 4426	Marketing Research	3
MKTG 4427	Consumer Behavior	3
6 credits of upper division Marketing courses <sup>2</sup>		6
<b>Additional courses required for the Data Analytics emphasis</b>		
INFO 3320	Data Mining and Predictive Analytics	3
INFO 4407	Database Design and Implementation	3
INFO 4485	Data Visualization	3
INFO 4486	Data Analytics	3
<b>Total Credits</b>		<b>24</b>

## Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	BBA Core (Required General Education credits removed.)	45
	Major Requirements	24
	Upper Division Free Electives	0
	Free Electives	14
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> **The following courses satisfy the applied educational requirement:** ACCT 4440, FIN 4451, FIN 4452, INFO 4488, MGT 4411/MKTG 4411, ECON 4485, and any 3393 Internship course or 4493 Advanced Internship course offered from the College of Business.

<sup>2</sup> **The following courses will not fulfill the upper division requirements:**  
Any upper division course in the BBA Core-  
 FIN 3315, INFO 3301, MGT 3312, MGT 3329, MGT 4460  
Any 3000-level internship-  
 ACCT 3393, ECON 3393, FIN 3393, INFO 3393, MKTG 3393, MGT 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/degree/requirements/>)

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

Major Academic Plan (MAP)