

# 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		
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 (Must pass ACCT 2201 with a C-)	3
ACCT 2202	Principles of Accounting II	3
MGT 1101	Introduction to Business	3
MKTG 3310	Professional Development and Personal Branding	3
ECON 2201	Principles of Macroeconomics (partially satisfies General Education Objective 6)	3
ECON 2202	Principles of Microeconomics	3
ENGL 3308	Business Communications	3
<b>Take one of the following:</b>		<b>3</b>
INFO 1101	Digital Information Literacy (Satisfies General Education Objective 8)	
FIN 1115	Personal Finance (Satisfies General Education Objective 8)	
FIN 3315	Corporate Financial Management	3
MGT 2216	Business Statistics (satisfies General Education Objective 3)	3
MGT 2217	Applied 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
BA 3316	Introduction to Data Analytics	3
College of Business Applied Educational Requirement <sup>1</sup>		
<b>Total Credits</b>		<b>51</b>

## 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 4480	Social Media Strategy	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 4480	Labor and Employment Law	
MKTG 4405	Personal Selling and Sales Force Management	
MKTG 4421	Services Marketing	
<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> ACCT 4440, FIN 4451 ([http://coursecat.isu.edu/search/?P=FIN %204451](http://coursecat.isu.edu/search/?P=FIN%204451)), FIN 4452 ([http://coursecat.isu.edu/search/?P=FIN %204452](http://coursecat.isu.edu/search/?P=FIN%204452)), INFO 4488 ([http://coursecat.isu.edu/search/?P=INFO %204488](http://coursecat.isu.edu/search/?P=INFO%204488)), MGT 4411 ([http://coursecat.isu.edu/search/?P=MGT %204411](http://coursecat.isu.edu/search/?P=MGT%204411))/MKTG 4411 ([http://coursecat.isu.edu/search/?P=MKTG %204411](http://coursecat.isu.edu/search/?P=MKTG%204411)), ECON 4485, and any 3393 Internship course or 4493 Advanced Internship course offered from the College of Business.

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

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

Major Academic Plan (MAP)