

B.B.A. Marketing

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		
Objective 8 - INFO 1101 or FIN 1115		
Objective 9 - HCA 1115		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 (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
Take one of the following:		3
FIN 1115	Personal Finance (Satisfies General Education Objective 8)	
INFO 1101	Digital Information Literacy (Satisfies General Education Objective 8)	
HCA 1115	Global Health Systems (Satisfies General Education Objective 9)	
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 ¹		
Total Credits		51

Major Requirements

Code	Title	Credits
MKTG 4426	Marketing Research	3
MKTG 4427	Consumer Behavior	3
6 credits of upper division Marketing courses ²		6
6 additional credits of upper division College of Business courses ²		6
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.)		45
Major Requirements		24
Upper Division Free Electives		0
Free Electives		14
Total Credits		120

¹ **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.

² **The following courses will not fulfill the upper division requirements:**
Any upper division course in the BBA Core-
FIN 3315, BA 3316, 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 (<https://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<https://coursecat.isu.edu/undergraduate/academic information/general education/>)

Major Academic Plan (MAP)