

MANAGERIAL MARKETING - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship
Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

About This Program

The Managerial Marketing B.B.A. program blends theoretical and practical knowledge to prepare you for a career in marketing management. With opportunities for hands-on experience and networking, you'll gain the skills needed to succeed in this exciting field. [Read More...](#)

Contact Information

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- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

Applications to the B.B.A. Managerial Marketing are not being accepted at this time.

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Advertising and promotions managers

- -1.1% decline
- 28,600 number of jobs
- \$133,460 potential earnings

Fundraisers

- 14.3% much faster than the average
- 100,600 number of jobs
- \$59,610 potential earnings

Market research analysts and marketing specialists

- 17.7% much faster than the average
- 738,100 number of jobs
- \$65,810 potential earnings

Marketing managers

- 6.7% faster than the average
- 286,300 number of jobs
- \$142,170 potential earnings

Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

Additional Careers

- Marketing coordinator
- Marketing associate
- Digital (social media) marketing manager
- Brand ambassador
- Product marketing manager

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

Applications to the B.B.A. Managerial Marketing are not being accepted at this time.

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program's Coursework tab.

Minimum 2.000 overall GPA is required for admission into this major. Students who have previously attended Kent State and have completed (or the equivalent of) COMM 15000, ENG 21011, MATH 11010 and MKTG 25010 must have earned a minimum C grade in those courses.

Additional Information:

- Students are admitted into the Managerial Marketing major in fall semester only.

Program Requirements

Major Requirements

| Code | Title | Credit Hours |
|--|--|--------------|
| Major Requirements (courses count in major GPA) | | |
| MMTG 35011 | MARKETING TOOLS (WIC) ¹ | 3 |
| MMTG 35021 | RESEARCH FOR MARKETING DECISIONS | 3 |
| MMTG 35024 | MARKETING TOOLS LABORATORY | 1 |
| MMTG 35025 | MARKETING COMMUNICATIONS LABORATORY | 1 |
| MMTG 35026 | MARKETING RESEARCH LABORATORY | 1 |
| MMTG 35030 | SALES AND SALES MANAGEMENT | 3 |
| MMTG 45020 | COMPETITIVE MARKET ANALYSIS | 3 |
| MMTG 45023 | CUSTOMER ANALYSIS | 3 |
| MMTG 45039 | PROMOTION MANAGEMENT | 3 |
| MMTG 45099 | INTEGRATED MARKETING STRATEGY (ELR) | 3 |
| Additional Requirements (courses do not count in major GPA) | | |
| ACCT 23020 | INTRODUCTION TO FINANCIAL ACCOUNTING | 3 |
| ACCT 23021 | INTRODUCTION TO MANAGERIAL ACCOUNTING | 3 |
| BA 24056 | BUSINESS ANALYTICS I | 3 |
| BA 34060 | OPERATIONS MANAGEMENT | 3 |
| BA 34156 | BUSINESS ANALYTICS II | 3 |
| or MKTG 35061 | MARKETING ANALYTICS | |
| BUS 10123 | EXPLORING BUSINESS ² | 3 |
| BUS 30062 | ADVANCED PROFESSIONAL DEVELOPMENT | 3 |
| CIS 24053 | INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 3 |
| COMM 15000 | INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade) | 3 |
| ECON 22060 | PRINCIPLES OF MICROECONOMICS (KSS) | 3 |
| ECON 22061 | PRINCIPLES OF MACROECONOMICS (KSS) | 3 |
| FIN 26074 | LEGAL ENVIRONMENT OF BUSINESS | 3 |
| FIN 36053 | BUSINESS FINANCE | 3 |
| MATH 11010 | ALGEBRA FOR CALCULUS (KMCR) (min C grade) | 3 |
| MATH 11012 | INTUITIVE CALCULUS (KMCR) ³ | 3-5 |
| or MATH 12002 | ANALYTIC GEOMETRY AND CALCULUS I (KMCR) | |
| MGMT 24163 | PRINCIPLES OF MANAGEMENT | 3 |
| MGMT 44285 | STRATEGIC MANAGEMENT | 3 |

| | | |
|---|--|------------|
| MKTG 25010 | PRINCIPLES OF MARKETING (min C grade) | 3 |
| UC 10001 | FLASHES 101 | 1 |
| UC 10162 | INTRODUCTION TO PROFESSIONAL DEVELOPMENT | 1 |
| Kent Core Composition ⁵ | | 6 |
| Kent Core Humanities and Fine Arts (minimum one course from each) | | 9 |
| Kent Core Social Sciences (must be from two disciplines) | | 3 |
| Kent Core Basic Sciences (must include one laboratory) | | 6-7 |
| General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) ⁶ | | 16 |
| Minimum Total Credit Hours: | | 120 |

¹ A minimum C grade must be earned to fulfill the writing-intensive requirement. Should students earn below a minimum C grade in MMTG 35011 they are required to repeat the course during the following fall semester to alleviate skill deficits, and they will not be eligible to progress in the major.

² A student changing to a program in the college, transferring, or incoming students with college credits may be waived out of BUS 10123 if:

1. 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
2. 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
3. At the discretion of the dean's office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

³ Students can take MATH 10051 or PHIL 21002 in place of MATH 11012 or MATH 12002. Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required to take MATH 11012 or MATH 12002 if they change their major to, or want to double major in, Economics or Finance and/or intend to declare a minor in Data Analytics. Students who intend to enroll in certain graduate programs and/or are working toward Phi Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.

⁴ Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

⁵ Minimum C grade required in ENG 21011 or HONR 20197.

⁶ Students may take or use any course at any level as long as the minimum 39-credit hours requirement for upper-division courses is satisfied for graduation with a B.B.A. Although not required, an education abroad experience is encouraged as a general elective. Exceptions: Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be counted toward the 120 total credit hours or 39-upper-division-credit-hour graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PWS restriction and they satisfy the 39 credit hours upper-division requirements. Any other exceptions must be approved by the assistant dean.

Progression Requirements

- Minimum 2.000 overall GPA
- Minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MMTG 35011

Graduation Requirements

| Minimum Major GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.000 | 2.000 |

- The curriculum is to be taken in sequence. Not all courses are offered each semester. Students should obtain from the department a copy of the schedule of course sequencing.
- Only three Managerial Marketing major (3/45000) courses may be repeated and counted toward the major. Exceptions require the approval of the department chair. All attempts count in the computation of the major, upper-division business and overall GPA.
- Entrepreneurship majors who are also majoring in Managerial Marketing, and who have taken ENTR 37045, are not required to take MMTG 35030 for the Managerial Marketing major. However, a double major in entrepreneurship and Managerial Marketing cannot waive ENTR 37045 by taking MMTG 35030.
- Managerial Marketing majors who are also majoring in Entrepreneurship and who have taken MMTG 35011 are not required to take ENTR 37040; however, an Entrepreneurship major cannot waive the required MMTG 35011 course by taking ENTR 37040 because MMTG 35011 is a writing-intensive course.
- Students who have passed MMTG 35030 will not receive graduation credit for MKTG 45046 or ENTR 37045.
- Students who have passed MMTG 45039 will not receive graduation credit for MKTG 45045.
- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

| Semester One | | Credits |
|--|--|-----------|
| BUS 10123 | EXPLORING BUSINESS | 3 |
| COMM 15000 | INTRODUCTION TO HUMAN COMMUNICATION (KADL) | 3 |
| MATH 11010 | ALGEBRA FOR CALCULUS (KMCR) | 3 |
| UC 10001 | FLASHES 101 | 1 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 16 |
| Semester Two | | Credits |
| CIS 24053 | INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 3 |
| ECON 22060 | PRINCIPLES OF MICROECONOMICS (KSS) | 3 |
| MATH 11012 | INTUITIVE CALCULUS (KMCR) | 3-5 |
| or | or ANALYTIC GEOMETRY AND CALCULUS I (KMCR) | |
| MATH 12002 | | |
| UC 10162 | INTRODUCTION TO PROFESSIONAL DEVELOPMENT | 1 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 16 |
| Semester Three | | Credits |
| ACCT 23020 | INTRODUCTION TO FINANCIAL ACCOUNTING | 3 |
| ECON 22061 | PRINCIPLES OF MACROECONOMICS (KSS) | 3 |
| FIN 26074 | LEGAL ENVIRONMENT OF BUSINESS | 3 |
| MGMT 24163 | PRINCIPLES OF MANAGEMENT | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 15 |
| Semester Four | | Credits |
| ACCT 23021 | INTRODUCTION TO MANAGERIAL ACCOUNTING | 3 |
| BUS 30062 | ADVANCED PROFESSIONAL DEVELOPMENT | 3 |
| ! MKTG 25010 | PRINCIPLES OF MARKETING | 3 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 15 |
| Semester Five | | Credits |
| Required for progression in the major: Minimum 2.000 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MKTG 25010. | | |
| BA 24056 | BUSINESS ANALYTICS I | 3 |
| FIN 36053 | BUSINESS FINANCE | 3 |
| ! MMTG 35011 | MARKETING TOOLS (WIC) | 3 |
| ! MMTG 35024 | MARKETING TOOLS LABORATORY | 1 |
| MMTG 35025 | MARKETING COMMUNICATIONS LABORATORY | 1 |
| Kent Core Requirement | | 3 |
| General Elective | | 3 |
| Credit Hours | | 17 |
| Semester Six | | Credits |
| Required: minimum overall 2.000 GPA | | |
| BA 34060 | OPERATIONS MANAGEMENT | 3 |
| ! MMTG 35021 | RESEARCH FOR MARKETING DECISIONS | 3 |
| ! MMTG 35026 | MARKETING RESEARCH LABORATORY | 1 |

| ! MMTG 35030 | SALES AND SALES MANAGEMENT | 3 |
|--|-------------------------------------|------------|
| General Electives | | 6 |
| Credit Hours | | 16 |
| Semester Seven | | Credits |
| Required: minimum overall 2.000 GPA | | |
| BA 34156 | BUSINESS ANALYTICS II | 3 |
| or | or MARKETING ANALYTICS | |
| MKTG 35061 | | |
| ! MMTG 45023 | CUSTOMER ANALYSIS | 3 |
| ! MMTG 45020 | COMPETITIVE MARKET ANALYSIS | 3 |
| General Electives | | 4 |
| Credit Hours | | 13 |
| Semester Eight | | Credits |
| Required: minimum overall 2.000 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285 | | |
| MGMT 44285 | STRATEGIC MANAGEMENT | 3 |
| ! MMTG 45039 | PROMOTION MANAGEMENT | 3 |
| MMTG 45099 | INTEGRATED MARKETING STRATEGY (ELR) | 3 |
| General Elective | | 3 |
| Credit Hours | | 12 |
| Minimum Total Credit Hours: | | 120 |

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

| | |
|--|--------------------|
| Flashes 101 (UC 10001) | 1 credit hour |
| Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission. | |
| Diversity Domestic/Global (DIVD/DIVG) | 2 courses |
| Students must successfully complete one domestic and one global course, of which one must be from the Kent Core. | |
| Experiential Learning Requirement (ELR) | varies |
| Students must successfully complete one course or approved experience. | |
| Kent Core (see table below) | 36-37 credit hours |
| Writing-Intensive Course (WIC) | 1 course |
| Students must earn a minimum C grade in the course. | |
| Upper-Division Requirement | 39 credit hours |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. | |
| Total Credit Hour Requirement | 120 credit hours |

Kent Core Requirements

| | |
|---|-----|
| Kent Core Composition (KCMP) | 6 |
| Kent Core Mathematics and Critical Reasoning (KMCR) | 3 |
| Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each) | 9 |
| Kent Core Social Sciences (KSS) (must be from two disciplines) | 6 |
| Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory) | 6-7 |

| | |
|-----------------------------|--------------|
| Kent Core Additional (KADL) | 6 |
| Total Credit Hours: | 36-37 |

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an ability to conduct financial analyses for the purposes of making strategic marketing decisions.
2. Demonstrate an understanding of segmentation and target marketing.
3. Demonstrate an ability to analyze market research data.
4. Demonstrate an ability to analyze markets and competitors within markets.

Students earning a B.B.A. degree in Ambassador Crawford College of Business and Entrepreneurship are expected to have developed skills in the following critical areas of business:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.
3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.
8. Global - Analyze the key global factors when making business decisions.

Full Description

The Bachelor of Business Administration degree in Managerial Marketing prepares students to be marketing practitioners by helping them to fully develop the analytical, decision-making and communications (written and oral) skills used and valued by individuals working in this field. Faculty engage each student in active learning through hands-on assignments, case studies, projects with real businesses, and dynamic interactions with the faculty member and other students in the classroom. Each course aims to strengthen writing skills by emphasizing logical flow, persuasiveness and succinctness. Because coursework is sequential and integrated, each course builds upon prior classes to give students a comprehensive body of knowledge, skills and abilities.

The objective of this program is to educate students to function effectively in business environments where they will have to make autonomous decisions and be required to take action on their own initiative.

Managerial Marketing students may apply early to the M.B.A. degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information.