

Cleveland State University  
Monte Ahuja College of Business  
Bachelor of Business Administration  
Marketing  
Recommended Sequence

**First Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
MTH 148 Mathematics for Business Majors I *	4		M/QL	MTH 149 Mathematics for Business Majors II *	4		M/QL
BUS 151 The World of Business	3	X		ECN 201 Principles of Macroeconomics	3	X	SS
Social Science Non-U.S. Society elective **	4		SS	Natural Science with Lab elective **	4		NS
BUS 101 Introduction to University Life	1		INTRO	IST 203 Software Tools for Personal Productivity	3	X	
<i>Semester Total</i>				<i>Semester Total</i>			
15				17			

**Second Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ECN 202 Principles of Microeconomics	3	X		OSM 202 Business Statistics II	3	X	
OSM 201 Business Statistics I	3	X		ACT 222 Introductory Accounting II	3	X	
GAD 250 Business Communication (W)	3	X	WAC	Natural Science elective **	3		NS
ACT 221 Introductory Accounting I	3	X		U.S. Diversity elective **	4		DIV
African-American Experience elective **	4		DIV	Arts and Humanities elective **	3		A&H
<i>Semester Total</i>				<i>Semester Total</i>			
16				16			

**Third Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 301 Introduction to Marketing	3	X		MKT 420 Buyer Behavior	4	X	
BUS 351 Business, Society, and Government (W)	3	X	WAC	OSM 311 Intro to Operations Management	3	X	
FIN 351 Introduction to Financial Management	4	X		ECN 302 Intermediate Microeconomics	3	X	
MLR 321 Organizational Behavior	3	X		BLW 411 Business Law and Ethics (W)	3	X	WAC
IST 305 Information Technology	3	X		MKT 431 Marketing Research	4	X	
<i>Semester Total</i>				<i>Semester Total</i>			
16				17			

**Fourth Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 495 Consulting	4	X		MLR 465 Management Strategy and Policy (W)	3	X	WAC CAP
Marketing Elective	4	X		MKT 464 Marketing Strategy	4	X	
Marketing Elective	4	X		Marketing Elective	4	X	
Arts and Humanities Non- U.S. Society elective	4	X	A&H	Marketing Elective	4	X	
<i>Semester Total</i>				<i>Semester Total</i>			
16				15			

**Degree Total: 128 hours**

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency

**College/ Program Notes:**

The plan above is a suggested guide to ensure that all General Education, College, University, and Major requirements are met within 4 years of study. Students may deviate from the suggested placement of Gen Ed courses, although the M/QL and W/C requirements should be completed during the first year of study.

\* The Analytical Geometry and Calculus sequence (MTH 181-182) may be substituted for the Mathematics for Business Majors sequence (MTH 148-149).

\*\* Before choosing electives, students should consult an advisor.

Bachelor of Business Administration students are required to complete 128 hours of course work that includes university, college and major requirements. Adhering to the recommended sequence outlined below provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of these courses. Marketing majors must receive a minimum grade of "C" in all marketing courses, including MKT 301. Marketing core courses in which a grade below a "C" was earned must be repeated.

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\*General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a **minimum of 128 total credit hours**, of which a **minimum of 42 credit hours** must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above, or may need additional electives.

**University Notes:**

<b>Gen Ed Key:</b>	SS = Social Sciences Requirement (2 courses, one of which must be focused outside the US**)
INTRO = Introduction to University Life Requirement (one course)	A&H = Arts & Humanities Requirement (2 courses, one must be focused outside the US**)
W/C = Writing/Composition Requirement (two courses; C or better required)	DIV = Social Diversity Requirement (2 courses; one US Diversity and one African American Exp.)
M/QL = Mathematics/Quantitative Literacy Requirement (two courses)	WAC/SPAC = Writing/Speaking Across the Curriculum Requirement (3 courses, one in the major)
NS = Natural Sciences (two courses, one of which must have a lab)	CAP = Capstone Requirement
** of the SS and A&H courses focused outside the US, one must be focused on Africa, Latin America, Asia or the Middle East (ALAAME)	

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