

Cleveland State University
Monte Ahuja College of Business
Bachelor of Business Administration
Marketing - Fall 2020
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	3		M/QL	MTH 149 Mathematics for Business Majors II	4		M/QL
BUS 151 The World of Business	3	X		Social Science**	3		SS
Natural Science & Lab	4		NS	IST 203 Software Tools for Personal Productivity	3	X	
ASC 101 Introduction to University Life	1		INTRO	Natural Science Elective	3		NS
<i>Semester Total</i>	<i>14</i>			<i>Semester Total</i>	<i>16</i>		

Second Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ECN 201 Principles of Macroeconomics	3	X		ECN 202 Principles of Microeconomics	3	X	SS
BUS 201 Applied Business Statistics	3	X		ACT 222 Introductory Accounting II	3	X	
GAD 250 Business Communication (W)	3	X	WAC	OSM 202 Introduction to Business Analytics	3	X	
ACT 221 Introductory Accounting I	3	X		MKT 350 Principles of Personal Selling	3	X	
Arts and Humanities Elective**	3		A&H	IST 305 Info Tech for Competitive Advantage	3	X	
<i>Semester Total</i>	<i>15</i>			<i>Semester Total</i>	<i>15</i>		

Third Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 301 Fundamentals of Marketing	3	X		MKT 420 Buyer Behavior	3	X	
OSM 311 Intro. to Operations Management	3	X		MKT 431 Marketing Research	3	X	
FIN 351 Introduction to Financial Management	3	X		MKT Major Elective 300-400	3	X	
MGT 321 Organizational Behavior	3	X		US Diversity	3		DIV
Arts and Humanities Elective**	3	X	A&H	BLW 411 Business Law and Ethics (W)	3	X	WAC
<i>Semester Total</i>	<i>15</i>			<i>Semester Total</i>	<i>15</i>		

Fourth Year

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
MKT 464 Marketing Strategy	3	X		MGT 465 Management Strategy and Policy (W)	3	X	WAC
MKT Major Elective 300-400	3	X		MKT 495 Consulting	3	X	
MKT Major Elective 300-400	3	X		MKT Major Elective 300-400	3	X	
African-American Experience Elective	3		DIV	MKT Major Elective 300-400	3	X	
BUS 351 Business, Society and Government	3	X	WAC	MKT or BUS Major Elective 300-400	3	X	
<i>Apply for Spring graduation prior to Nov 15th</i>							
<i>Semester Total</i>	<i>15</i>			<i>Semester Total</i>	<i>15</i>		

Degree Total: 120 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

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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 120 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.

BBA

Degree & Marketing Academic Grade Requirements: A minimum of a final grade of C or higher is required for the following courses: ENG 100/101, ENG 102, MTH 148, MTH 149, BUS 201, GAD 250, BLW 411 & MGT 465 or the courses must be repeated. All Marketing major courses require a final grade of "C" or higher or the course must be repeated.

University Notes:

Gen Ed Key:

INTRO = Introduction to University Life Requirement (one course)

W/C = Writing/Composition Requirement (two courses; C or better required)

M/QL = Mathematics/Quantitative Literacy Requirement (two courses)

NS = Natural Sciences (two courses, one of which must have a lab)

SS = Social Sciences Requirement (2 courses must come from different departments)

A&H = Arts & Humanities Requirement (2 courses must come from different departments)

DIV = Social Diversity Requirement (2 courses; one US Diversity and one African American Exp.)

WAC/SPAC = Writing/Speaking Across the Curriculum Requirement (3 courses, one in the major)

CAP = Capstone Requirement

**** of the four total SS and A&H courses, one must be focused on Africa, Latin America, Asia or the Middle East (ALAAME)**

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