

APPLIED BUSINESS | BACHELOR OF BUSINESS ADMINISTRATION: MARKETING

Marketing is about being an advocate for the customer and providing the customer's voice to the rest of the company. It is both a science and an art - great marketing is systematic and analytic (like analyzing marketing research or describing and selecting customer segments) but is also creative (like creating a compelling ad or writing great content for social media). Marketers develop, promote, and price products and decide where to sell those products to create long-term relationships with customers.

Program Summary

| Code | Title | Hours |
|-----------------------------------|-------|------------|
| General Education | | 34 |
| Cognate | | 12 |
| BBA Core | | 27 |
| Marketing Core | | 18 |
| Directed Electives | | |
| External Electives | | 8 |
| Marketing Electives | | 12 |
| Open Electives¹ | | 9 |
| Total Hours | | 120 |

¹ Open electives are the credit hours required to reach a minimum of 120 total hours and 45 upper-level hours. The number listed assumes all courses are completed at FHSU as listed. This number may vary if students transfer courses, or have individual substitutions allowed.

Students should speak with their advisor if either situation applies to determine if the number will vary, and to ensure they enroll in a minimum of 45 upper-level hours.

Students entering within 1 year of high school graduation will take UNIV 101 Freshman Seminar and may apply that hour in the open elective category.

¹ Including a 1-hour Freshman Seminar course.

Program Requirements

General Education

All undergraduate degrees require completion of the Kansas Systemwide General Education (<https://catalog.fhsu.edu/general-education/>).

Courses identified with ^{GE} on this page may satisfy a general education requirement in addition to the identified degree requirement. Students who apply a degree requirement to satisfy a general education requirement will typically add an equal number of hours to the the university elective category. This flexibility may allow you to complete a minor or certificate within the 120 hour degree. Transfer students and students majoring in programs with approved exceptions (<https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf>) are especially encouraged to select these

courses in completing General Education requirements to maximize the likelihood of completing the degree with 120 credit hours.

| Code | Title | Hours |
|--------------------------|-------|--------------|
| General Education | | 34-35 |

| Code | Title | Hours |
|-------------------------|--|-------|
| Cognate | | |
| ECON 201 | Principles of Microeconomics ^{GE} | 3 |
| ECON 202 | Principles of Macroeconomics ^{GE} | 3 |
| MATH 234 or MATH 331 | Analytic Geometry and Calculus I ^{GE} Calculus Methods | 3-5 |
| MATH 250 | Elements of Statistics ^{GE} | 3 |

Cognate classes are requirements for the BBA degree. Students may apply one ECON, and one MATH to the general education requirement and take additional open electives. Additional pre-requisites might be required for enrollment in MATH 234 and MATH 331.

| Code | Title | Hours |
|----------------------|--------------------------------------|-----------|
| Business Core | | |
| ACCT 203 | Principles of Accounting I | 3 |
| ACCT 204 | Principles of Accounting II | 3 |
| GBUS 204 | Business Law I | 3 |
| MGT 301 | Management Principles | 3 |
| MKT 301 | Marketing Principles | 3 |
| FIN 305 | Managerial Finance | 3 |
| BCOM 301 | Strategic Business Communication | 3 |
| MGT 602 | Production and Operations Management | 3 |
| MGT 650 | Business Policy | 3 |
| Total Hours | | 27 |

| Code | Title | Hours |
|-----------------------|------------------------|-----------|
| Marketing Core | | |
| MKT 302 | Strategic Selling | 3 |
| MKT 601 | Consumer Behavior | 3 |
| MKT 604 | Marketing Research | 3 |
| MKT 606 | Global Marketing | 3 |
| MKT 610 | Social Media Marketing | 3 |
| MKT 650 | Marketing Strategy | 3 |
| Total Hours | | 18 |

| Code | Title | Hours |
|-------------------------------------|---|----------|
| Directed Electives | | 8 |
| External Electives | | |
| Select at least 8 credit hours from | | |
| BCOM 210 | Business Communication for Professional Development | |
| BCOM 400 | Global Business Communication | |
| COMM 348 | Intro to Public Relations and Advertising | |
| COMM 414 | Business and Professional Speaking | |
| COMM 601 | Persuasion | |
| ENTR 301 | Discovering Entrepreneurship | |
| ENTR 350 | Concept to Creation | |
| ENTR 401 | Entrepreneurship by Design | |

| | | |
|--------------------|-------------------------------------|----------|
| ENTR 605 | Venture Launch | |
| LDRS 300 | Introduction to Leadership Concepts | |
| LDRS 302 | Introduction to Leadership Behavior | |
| LDRS 310 | Field Work in Leadership Studies | |
| MGT 101 | Introduction to Business | |
| MGT 475 | Business, Society, and Ethics | |
| MGT 606 | International Business | |
| THM 621 | Tourism and Hospitality Marketing | |
| Total Hours | | 8 |

| Code | Title | Hours |
|--|--|-----------|
| Directed Electives | | |
| Marketing Course Electives | | 12 |
| Select 12 credit hours from the following: | | |
| MKT 400 | Marketing Internship | |
| MKT 402 | Sales Management | |
| MKT 403 | Retail Management | |
| MKT 602 | Integrated Marketing Communications | |
| MKT 607 | Business-To-Business Marketing | |
| MKT 609 | Digital Marketing | |
| MKT 611 | Social Media Marketing Content and Analytics | |
| MKT 673 | Topics in Marketing (Sales and Service Technology) | |
| MKT 673 | Topics in Marketing (Marketing Analytics) | |
| MKT 673 | Topics in Marketing (Sport Marketing Strategy) | |
| Total Hours | | 12 |

Degree Requirements

| Code | Title | Hours |
|--|-------|-------|
| All bachelor degrees require: | | |
| GPA of 2.0 on FHSU courses & 2.0 on all coursework (Higher program requirements prevail over the 2.0 when set) | | |
| A minimum of 30 hours earned from FHSU with a grade of D, C, B, or A | | |
| Successful completion of an upper division Writing and Information Literacy course (Most majors contain a course designated) | | |
| A minimum of 45 hours of recognized upper division credit | | |
| A minimum of 120 hours of recognized college credit | | |

Degree Maps

| Course | Title | Hours |
|---|----------------------------------|-----------|
| Freshman | | |
| Fall | | |
| SGE030 - Math Statistics Discipline Area | | |
| MATH 110 | College Algebra ^{1, GE} | 3 |
| SGE010 - English Discipline Area | | 3 |
| SGE020 - Communication Discipline Area | | 3 |
| UNIV 101 | Freshman Seminar | 1 |
| SGE070 - Institutionally Designated Area: Personal and Professional Development | | 3 |
| SGE060 - Arts Humanities Discipline Area | | 3 |
| Hours | | 16 |

| | | |
|---|------------------------|-----------|
| Spring | | |
| SGE070 - Institutionally Designated Area: Critical Thinking | | 3 |
| SGE040 - Natural Physical Science Discipline Area | | 4 |
| SGE010 - English Discipline Area | | 3 |
| MATH 250 | Elements of Statistics | 3 |
| SGE050 - Social Behavioral Sciences Discipline Area | | 3 |
| Hours | | 16 |

| | | |
|---|---|-----------|
| Sophomore | | |
| Fall | | |
| SGE050 - Social Behavioral Sciences Discipline Area | | |
| ECON 201 | Principles of Microeconomics ^{1, GE} | 3 |
| SGE060 - Arts Humanities Discipline Area | | 3 |
| ACCT 203 | Principles of Accounting I | 3 |
| MGT 301 | Management Principles | 3 |
| Open Electives | | 3 |
| Hours | | 15 |

| | | |
|----------------|------------------------------|-----------|
| Spring | | |
| ECON 202 | Principles of Macroeconomics | 3 |
| ACCT 204 | Principles of Accounting II | 3 |
| MKT 301 | Marketing Principles | 3 |
| GBUS 204 | Business Law I | 3 |
| Open Electives | | 3 |
| Hours | | 15 |

| | | |
|--------------------|----------------------------------|-----------|
| Junior | | |
| Fall | | |
| MATH 331 | Calculus Methods | 3 |
| MKT 301 | Marketing Principles | 3 |
| MKT 601 | Consumer Behavior | 3 |
| BCOM 301 | Strategic Business Communication | 3 |
| Directed Electives | | 3 |
| Hours | | 15 |

| | | |
|--------------------|--------------------|-----------|
| Spring | | |
| FIN 305 | Managerial Finance | 3 |
| MKT 606 | Global Marketing | 3 |
| Directed Electives | | 6 |
| Open Electives | | 3 |
| Hours | | 15 |

| | | |
|----------------|--------------------------------------|-----------|
| Senior | | |
| Fall | | |
| MGT 602 | Production and Operations Management | 3 |
| MKT 610 | Social Media Marketing | 3 |
| MKT 604 | Marketing Research | 3 |
| Open Electives | | 6 |
| Hours | | 15 |

| | | |
|--------------------|--------------------|-----------|
| Spring | | |
| MGT 650 | Business Policy | 3 |
| MKT 650 | Marketing Strategy | 3 |
| Directed Electives | | 3 |
| Open Electives | | 4 |
| Hours | | 13 |

Total Hours 120

Academic Degree Maps are term-by-term sample course plans that specify milestones, courses, and special requirements that are necessary for facilitating on-time completion. Degree Maps are *examples* and are not prescriptive. Individualized choices such as concentration options, transfer credits, optional minors, advisory programs (certificates), etc. can alter the recommended coursework. Course offerings are subject to change. Students should consult with their academic advisors for additional guidance on course planning.

To determine courses to take in the directed choices (often listed as Program Elective Course) and directed elective course blocks see the overview tab for courses. To locate approved courses in General Education areas (Undergraduate Programs) see the general education section (<https://catalog.fhsu.edu/general-education/>) of the catalog.

The undergraduate course maps typically advise the most efficient route for students to complete the general education requirements. Courses that are required in the major may be listed as fulfilling relevant general education requirements. This will result in more open elective course hours in some maps than is listed on the degree overview page.