

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 Electives ¹		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		