



# College of Business

## 2023-2024

# Marketing B.B.A. Degree

## Marketing Concentration

Marketing is increasingly the critical force driving today's successful business. Marketing is at the core of overall strategy for manufacturers, service companies, and not-for-profit institutions. Every successful organization recognizes an effective marketing program as a necessity for providing a high level of customer satisfaction and in turn the achievement of organizational goals. All organizations seek highly motivated, professionally educated marketing specialists to design and execute their customer driven marketing programs.

This is your opportunity to become a member of the marketing team in an organization (industry) that truly interests you, such as: professional sports teams, lodging, travel, tourism, art institutes, entertainment, museums, health care, religious and human services organizations, charitable institutions, music merchandising, and the traditional manufacturing and retail trades.

Careers in marketing fields are expected to grow much faster than the average for all occupations according to U.S. Bureau of Labor Statistics. Of the many career paths chosen by business graduates, marketing is the single largest employment category in the U.S. labor force.

### Marketing Management

Marketing manager (brand manager, business unit manager, VP marketing), advertising copywriter, art director, advertising account manager, sales promotion, manager), retail management (department manager, buyer, store manager), and sales and sales management (sales trainee, sales representative, key account representative, sales manager, regional sales manager, sales executive). Entry level positions generally require a bachelor's degree and good communication and organizational skills. Salary range: \$24,000 for entry level positions to more than \$100,000 for more advanced positions. Additional compensation in many of these positions may include a car, expense account, and bonuses based upon position and performance. Responsibilities vary significantly based on career position, but are generally challenging and exciting.

### The Marketing Club

Affiliated with the American Marketing Association and open to marketing and other business students.

### For More Information

College of Business  
214 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<https://business.eku.edu/>

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
ACCREDITED



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### Suggested Curriculum Guide for Marketing Concentration

#### **Freshman (1<sup>st</sup> Semester) 16 hrs**

**BUS 100\* (1)** Professional Development Series  
**BUS 101** Nature of Business  
**E-1A\*** ENG 101  
**E-2 MAT 112A/B, 114** Algebra & Applications or  
**MAT 211** Calculus  
**E-6** Diversity  
**E-3A** Arts

#### **Sophomore (1<sup>st</sup> Semester) 15 hrs**

**BUS 200 (1)** Professional Development Series  
**BUS 209** Fundamentals of Financial & Managerial ACC  
**ECO 230** Fundamentals of Microeconomics (Element 5B)  
**E-5A** History  
**BUS 207** Fundamentals of Interpersonal Business Comm.  
**Free Elective** (Non-Business 2 hrs)

#### **Junior (1<sup>st</sup> Semester) 16 hrs**

**BUS 300 (1)** Professional Development Series  
**BUS 302** Essentials of Finance  
**BUS 303** Essentials of Organizational Behavior and HR  
**BUS 305** Essentials of Marketing  
**E-6** Diversity  
**Free Elective (3 hrs)**

#### **Senior (1<sup>st</sup> Semester) 13 hrs**

**BUS 400 (1)** Professional Development Series  
**E-4A** Biological or **E4B** Physical Lab Science  
**MKT 555** Marketing Research and Analysis  
**Upper Division Marketing Elective (3)**  
**Free Elective (3 hrs)**

#### **Freshman (2<sup>nd</sup> Semester) 15 hrs**

**BUS 206** Fundamentals of Problem Solving with Excel  
**E-1B\*** ENG 102  
**E-1C** CMS 100 or 210  
**E-4A** Biological or **E4B** Physical Lab Science  
**E-3B** Humanities

#### **Sophomore (2<sup>nd</sup> Semester) 15 hrs**

**BUS 204** Fundamentals of Business Law and Ethics  
**STA 260** Business Statistics  
**ECO 231** Fundamentals of Macroeconomics  
**BUS 304** Essentials of Management Information Systems  
**BUS 301** Essentials of Formal Business Comm.

#### **Junior (2<sup>nd</sup> Semester) 15 hrs**

**MKT 400** International Marketing  
**BUS 306** Essentials of Operations and Supply Chain  
**Upper Division Marketing Elective (3)**  
**Free Elective (3 hrs)**  
**MKT 350** Customer Behavior in Marketing

#### **Senior (2<sup>nd</sup> Semester) 15 hrs**

**BUS 402** Integrated Business Management  
**MKT 460** Marketing Management  
**Upper Division Marketing Elective (3)**  
**Upper Division Marketing Elective (3)**  
**Free Elective (3 hrs)**

\*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.