



# College of Business

## 2023-2024

## Marketing B.B.A. Degree

Marketing Research and Analytics Concentration

If you're intrigued by the unofficial science of how products are sold to consumers, you should consider a high-demand career as a market research analyst.

Market research analysts monitor marketing and sales trends and create methods for collecting data. They also assess the effectiveness of marketing strategies and create charts, graphs, and reports to present their analyses.

This field is projected to grow by 41 percent in the next decade. The median pay for a marketing research analyst is \$60,570.

### 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.



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ACCREDITED



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### Suggested Curriculum Guide for Marketing Research and Analytics Concentration

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

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

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

**BUS 200 (1)** Professional Development Series  
**BUS 207** Fundamentals of Interpersonal Business Comm.  
**BUS 209** Fundamentals of Financial & Managerial ACC  
**ECO 230** Fundamentals of Microeconomics (E-5B)  
**E-4A** Biological or **E4B** Physical Lab Science  
**E-3A** Arts

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

**BUS 300 (1)** Professional Development Series  
**BUS 301** Essentials of Formal Business Communication  
**BUS 304** Essentials of management Information Systems  
**BUS 303** Essentials of Organizational Behavior & HR  
**BUS 305** Essentials of Marketing  
**Free Elective (3 hrs)**

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

**BUS 400 (1)** Professional Development Series  
**BUS 306** Essentials of Operations and Supply Chain  
**MKT 556** Qualitative Research in Marketing  
**MKT 460** Marketing Management  
**CIS 430** Data Mining  
**Free Elective (3)**

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

**E1B\*** ENG 102  
**E-4A** Biological or **E4B** Physical Lab Science  
**E-1C** CMS 100 or 210  
**E-3B** Humanities  
**BUS 206** Fundamentals of Problem Solving with Excel

#### **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  
**E-5A** History  
**E-6** Diversity

#### **Junior (2<sup>nd</sup> Semester) 16 hrs**

**MKT 555** Marketing Research and Analysis  
**BUS 302** Essentials of Finance  
**MKT 400** International Marketing  
**MKT 350** Customer Behavior in Marketing  
**Free Elective (4 hrs)**

#### **Senior (2<sup>nd</sup> Semester) 13 hrs**

**MKT 481** Internship in Marketing  
**BUS 402** Integrated Strategic Management  
**MKT 557** Experimental Design for Marketing  
**Free Elective (4 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.