

MARKETING, BBA

Consistent with the mission of the College of Business, the mission of the Marketing Discipline is to provide a broad based general and business education that prepares students to contribute to their organization, community, and society through marketing related fields. In addition to the BBA Learning Outcomes, upon successful completion of the program, Marketing majors will be able to:

1. Demonstrate knowledge of basic marketing concepts, Consumer Behavior, and the 4 Ps of Marketing
2. Demonstrate knowledge of the Sales and Promotion concepts
3. Demonstrate knowledge of basic concepts of Market Research
4. Demonstrate knowledge of Market Segmentation and Target Marketing
5. Demonstrate knowledge of basic International Marketing concepts.

The Department offers the following Bachelors of Business Administration (BBA) in Marketing options:

- BBA in Marketing Major (No Concentration) (p. 1)
- BBA in Marketing, Digital Marketing Concentration (p. 1)
- BBA in Marketing, Consumer Psychology Concentration (p. 2)

Guidance for Selecting a Marketing Concentration

The Department offers *two* concentrations for students who want to specialize in specific areas of marketing: Digital Marketing (p. 1) and Consumer Psychology (p. 2). These options give marketing majors the opportunity to develop unique and specific skills that offer excellent employment opportunities in the Atlanta area and beyond. Focused courses should be taken as marketing electives to complete a concentration.

Program Requirements

BBA in Marketing (No Concentration)

Code	Title	Credit Hours
Core Curriculum (Areas A-E) (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas)		42
All Core Curriculum requirements for the Marketing degree are shown under Core Curriculum in the Graduation Requirements section of the Undergraduate Catalog.		
Lower Division Major Requirements (Area F)		18
ACCT 2101	Principles of Financial Acct.	3
ACCT 2102	Principles Managerial Acct.	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
CPTG 2201	Adv. Computer Applications	3
ECON 2105	Principles of Macroeconomics ¹	3
or ECON 2106	Principles of Microeconomics	
Upper Division Business Core Requirements		21
BUSA 3101	Business Statistics	3

FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Managerial Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
Required Marketing Major Courses		12
MKTG 4104	Marketing Research & Analysis	3
MKTG 4207	Professional Selling	3
MKTG 4750	Marketing Management	3
MKTG 4850	Internship/Cooperative Educ.	3
or MKTG 4851	Internship/Cooperative Educ.	
or MKTG 4852	Internship/Cooperative Educ.	
General Electives ²		24
Business Capstone		3
MGMT 4750	Strategic Management	3
Total Credit Hours		120

1

ECON 2105 Principles of Macroeconomics should be taken in area E4 or as a free elective.

2

Twenty-four (24) credit hours of general electives. Six (6) credit hours must be from courses that have a MKTG prefix at the 3000 level or higher (SCML 3105 could be taken as one of the two courses in this category). In addition, six (6) credit hours must be business courses with an ACCT, BLAW, BUSA, ECON, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher. The remaining twelve ³ (12) credit hours are open electives (they could be business or non-business courses). Open electives may be at a lower level than 3000. Courses with the following prefixes will not counted in this category: AVIA, CSU, PARA, TECH. Only one internship course can be taken as an elective (this is in addition to the internship taken to satisfy the Required Major Marketing Courses).

3

ECON 2105 Principles of Macroeconomics must be taken as a non-business elective if not taken to satisfy the area E4 requirement.

BBA in Marketing, Digital Marketing Concentration Course Requirements

In order to complete a Digital Marketing Concentration, students need to complete all the required courses for the Marketing major and take the following three courses as part of their marketing and business electives.

Code	Title	Credit Hours
Required Courses		9
MKTG 4110	Introduction to Digital Market	3
MKTG 4111	Advanced Digital Marketing	3
MKTG 4112	Social Media Marketing	3

BBA in Marketing, Consumer Psychology Concentration Course Requirements

In order to complete a Consumer Psychology Concentration, students need to complete all the required courses for the Marketing major and complete the following as part of their business and free electives.

Code	Title	Credit Hours
Required Courses		
PSYC 1101	Intro to General Psychology	3
PSYC 3130	Social Psychology	3
Select one from the following		3
PSYC 3150	Group Dynamics	
PSYC 3180	Intro to Multicultural Psych	
PSYC 3520	Theories of Personality	
PSYC 4110	Psychology of Gender	
PSYC 4540	Intro to Learning and Behavior	
HMSV 3501	Organization & Admin Humn. Ser	

Suggested Course Sequence

Please Note: This is a suggested course sequence and assumes a starting freshman with no prior college credit who intends to complete their degree in four years. Students should consult with their academic advisor and review the course prerequisites and minimum grade requirements as seen in the Academic Catalog.

Course	Title	Credit Hours
First Year		
First Semester		
ENGL 1101	English Composition I	3
MATH 1101	Intro to Mathematical Modeling	3
Communication or Foreign Language <small>Core Area B2</small>		2-3
POLS 1101	American Government	3
BUSA 1105	Introduction to Business	3
Credit Hours		14-15
Second Semester		
ENGL 1102	English Composition II	3
Science Course with Lab <small>Core Area D1</small>		4
Math, Science, or Technology <small>Core Area D2</small>		3
ECON 2105	Principles of Macroeconomics	3
BLAW 2106	Legal Environment of Business	3
Credit Hours		16
Second Year		
First Semester		
Science Course without Lab <small>Core Area D1</small>		3
ACCT 2101	Principles of Financial Acct.	3
CPTG 2201	Adv. Computer Applications	3
ECON 2106	Principles of Microeconomics	3
MKTG 3101	Principles of Marketing	3
Credit Hours		15
Second Semester		
CRIT 1101	Critical Thinking	3
ACCT 2102	Principles Managerial Acct.	3
BUSA 3101	Business Statistics	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Managerial Communication	3
Credit Hours		15

Third Year

First Semester

Literature, Philosophy, or Foreign Language <small>Core Area C1</small>		3
HIST 2111 or HIST 2112	Survey of US History to 1877 or US HIST Since Reconstruction	3
SCML 3102	Operations & Supply Chain Mgmt	3
MKTG 4104	Marketing Research & Analysis	3
MKTG 4207	Professional Selling	3
Credit Hours		15

Second Semester

Fine Arts or Intermediate Foreign Language <small>Core Area C2</small>		3
HIST 1111 or HIST 1112 or HIST 2750 or POLS 2401	Survey-PreModern World History or Survey of Modern World History or Critical Trends and Issues or Intro to Global Issues	3
FINA 3101	Corporate Finance	3
MKTG 3420	Global Business	3
Must have a MKTG prefix at the 3000 level or higher (also SCML 3105 is acceptable)		3
Credit Hours		15

Fourth Year

First Semester

MKTG 4750	Marketing Management	3
Must have a MKTG prefix at the 3000 level or higher		3
MKTG 4850	Internship/Cooperative Educ.	3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher		6
Credit Hours		15

Second Semester

Business or non-business courses (Must be at the 3000 level or higher)		6
MGMT 4750	Strategic Management	3
Business or non-business courses (Business must be at the 3000 level or higher, non-business could be lower than 3000 level)		6
Credit Hours		15
Total Credit Hours		120-121

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Grade "C" or higher required for all Area F and upper division courses. Internship is required for all Marketing Majors beginning with the 2019-2020 Catalog. No more than two internships may be taken for credit.