

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:

- Demonstrate career readiness in the professional field of Marketing.
- Apply marketing concepts to decision-making in a business environment in accordance with BBA program learning outcomes.
- Demonstrate knowledge of the marketing skills required for success in the dynamic field of marketing.

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. 2)
 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. 2) 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.	
Marketing Electives		6
Choose at least six credit hours (2 courses) from the following Marketing/SCML courses:		
MKTG 3302	Consumer Behavior	
MKTG 3312	Services Marketing	
MKTG 4106	Advertising and Promotion Stra	
MKTG 4111	Digital Marketing	
MKTG 4112	Social Media Marketing	
MKTG 4200	Sports Marketing	
MKTG 4310	Sales Management	
MKTG 4320	Business to Business Sales	
MKTG 4420	International Marketing	
MKTG 4450	Multicultural Marketing	
MKTG 4510	Retailing	
MKTG 4710	Entertainment Marketing	
MKTG 4800	Selected Topics in Marketing	
SCML 3105	Intro to Transportation & Log.	
Business Electives		12
Choose four from the following: ²		
ACCT 3110	Managerial Cost Accounting	
ACCT 3250	Taxation of the Individual	
ACCT 3361	Intermediate Financial Acct. I	
ACCT 3362	Interm. Financial Acct. II	
ACCT 3363	Intermediate Fin ACCT III	
ACCT 3351	Intermediate Financial Acct. I	
ACCT 3352	Interm. Financial Acct. II	
ACCT 4110	Advanced Managerial Cost Acct.	
ACCT 4210	Volunteer Income Tax Prep.	
ACCT 4250	Taxation of Business Entities	
ACCT 4330	Accounting Information Systems	
ACCT 4352	Advanced Financial Accounting	
ACCT 4440	Govern. and Non-Profit Acct.	
ACCT 4470	Forensic Accounting	
ACCT 4480	Auditing & Assurance Services	
ACCT 4800	Selected Topics in Accounting	
ACCT 4850	Acct. Intern./Cooperative Educ	
& ACCT 4851	and Accounting Internship/Cooperat	
	or ACCT 4852 Accounting Internship/Cooperat	
	or ACCT 4853 Accounting Internship/Cooperat	
ACCT 4900	Indep. Study/Directed Research	
	or ACCT 4900 Indep. Study/Directed Research	
	or ACCT 4900 Indep. Study/Directed Research	

BLAW 3370	Intermediate Business Law
BUSA 3700	Bus. Ethics/Corp. Social Resp.
BUSA 3800	Selected Topics in Business
BUSA 4850	Internship/Cooperative Educati or BUSA 485 Internship/Cooperative Educati or BUSA 485 Internship/Cooperative Educati
BUSA 4900	Indep. Study/Directed Research or BUSA 4901 Indep. Study/Directed Research or BUSA 4902 Indep. Study/Directed Research
ECON 4103	Monetary Economics
ECON 4320	Economics of Innovation
ECON 4501	International Economics
ECON 4601	Entertainment & Sports Economi
ECON 4644	Managerial Economics
ECON 4800	Selected Topics in Economics
FINA 3100	Personal Financial Management
FINA 4101	Investments
FINA 4102	Intermediate Finance
FINA 4103	Money-Bank.: Domestic & Intl.
MGMT 3520	Negotiation and Conflict Mgmt.
MGMT 4101	Human Resource Management
MGMT 4102	Organizational Behavior
MGMT 4111	Leadership
MGMT 4250	Women in Leadership
MGMT 4311	Entrepreneurship
MGMT 4312	Social Innovation and Entrepre
MGMT 4320	Creativity & Mgmt. of Change
MGMT 4403	International Management
MGMT 4510	Legal Issues in Human Resource
MGMT 4800	Selected Topics in Management
MGMT 4850	Internship/Cooperative Educ. or MGMT 4851 Internship/Cooperative Educ. or MGMT 4852 Internship/Cooperative Educ.
MKTG 3100	Personal Marketing
MKTG 3302	Consumer Behavior
MKTG 3312	Services Marketing
MKTG 3520	Negotiation and Conflict Mgmt.
MKTG 4106	Advertising and Promotion Stra
MKTG 4111	Digital Marketing
MKTG 4112	Social Media Marketing
MKTG 4200	Sports Marketing
MKTG 4420	International Marketing
MKTG 4450	Multicultural Marketing
MKTG 4510	Retailing
MKTG 4800	Selected Topics in Marketing
SCML 3105	Intro to Transportation & Log.
SCML 3106	Principles-Supply Chain Mgmt
SCML 3580	Operations and Warehouse Mgmt
SCML 4105	Global Sourcing in SCM
SCML 4170	Financial Issues in SCM
SCML 4750	Performance Measurement in SCM

Business Capstone 3

MGMT 4750	Strategic Management	3
Non-Business Courses		6
Choose six hours of non-business electives. ³		
Total Credit Hours		120

- ¹ ECON 2105 Principles of Macroeconomics should be taken in area E4 or as a free elective.
- ² At least six (6) hours must be 3000-4000 level Business courses that do not have a MKTG prefix or any non-College of Business course at the 3000- or 4000-level (except courses with a TECH prefix). . A course will not be credited twice. Courses taken to satisfy the Marketing Electives requirements above may not be used again to satisfy this section.
- ³ ECON 2105 Principles of Macroeconomics must be taken as a non-business elective if not taken to satisfy the area E4 requirement. Non-Business Electives **must** be three credit hour courses and cannot be courses with the following prefixes: ACCT, AVEL, AVMT, BUSA, BLAW, CAPL, CNET, CITZ, CSOR, CCSU, CSU, DSGN, ELEC, EMS, EXLA, EXLI, EXLP, FINA, HDSK, HFMG (Physical Education), MKMC, MGMT, MKTG, MEDA, OFFC, OMED, PARA, PHED, RGTE, RGTR, READ, TECH, TELE, WCOM, WLAB.

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 4106	Advertising and Promotion Stra	
MKTG 4111	Digital Marketing	
MKTG 4112	Social Media Marketing	

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		6
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	