

BBA MARKETING

The marketing specialization provides the student with the skills to make decisions about product design and quality, pricing, channels of distribution, advertising and personal selling in ways that enhance consumer satisfaction and further the goals of the organization. The student learns to approach problems with a clear understanding of the relationship between marketing and other business functions.

Code	Title	Hours
Required Courses		
MKTG 3280	Digital Marketing	3
MKTG 3690	Marketing Communications	3
MKTG 3850	Buyer Behavior And Relationship Marketing	3
MKTG 3880	Marketing Research And Data Analytics	3
MKTG 4130	Marketing Analysis And Decision Making	3
Electives		
Select two courses (6 hours) from the following list:		6
MKTG 3130	Supply Chain Management	
MKTG 3140	International Marketing	
MKTG 3380	Digital Content Development	
MKTG 3480	Digital Marketing Tools and Analytics	
MKTG 3920	Sports Marketing	
MKTG 4220	International Sourcing, Logistics And Transportation	
MKTG 4540	Business Marketing	
MKTG 4940	Marketing Internship	
MKTG 4980	Special Topics	
MKTG 4990	Independent Study	
PSLS 3080	Purchasing And Business Relationship Management	
PSLS 3440	Professional Sales	
PSLS 3450	Sales Technologies and Strategies	
PSLS 4710	Salesforce Leadership	
Total Hours		21

Undergraduate students accepted in the BBA-MBA option will be admitted to the MBA program and allowed to complete up to three **graduate level classes** (nine credit hours) during their final academic year of **undergraduate studies**. Students admitted into the pipeline program must apply for admission to the College of Graduate Studies for the semester that they intend to matriculate. They will then continue in the MBA program upon completion of the undergraduate degree requirements. The graduate coursework (up to nine hours) may be applied **to completion of both undergraduate and MBA degree requirements**. The following provisions apply for classes taken for graduate credit: 1) graduate classes taken at The University of Toledo only after the student is accepted in the MBA joint program, 2) only BUAD 6100, BUAD 6300, BUAD 6400, BUAD 6500, BUAD 6800 may be included in the approved nine semester hours of graduate credit taken as an undergraduate. 3) Up to 9 credit hours of graduate business courses can be used toward the 3000/4000-level business electives or extra hours toward their BBA. However, they may not count any of those 9 credit hours toward any

specific undergraduate major or minor requirements, nor may they count toward any required undergraduate business core requirements (i.e., no BUAD-designated courses). Students must have at the time of application 1) a minimum of 3.0 cumulative undergraduate grade point average that will include undergraduate credits earned at other institutions and transferred to UT, 2) undergraduate advisor's approval, and 3) graduate advisor's approval. Students interested in the joint BBA / MBA program must submit 1) a letter of interest, 2) a completed graduate admission application, 3) at least 2 letter(s) of recommendation from faculty members. After successful completion of the application process, students will apply to the graduate program.

Below is a sample plan of study. [Please see pre-business/lower division requirements BBA plan \(https://catalog.utoledo.edu/undergraduate/business-innovation/bachelor-business-administration-bba/#text\) for terms one through four and additional information.](https://catalog.utoledo.edu/undergraduate/business-innovation/bachelor-business-administration-bba/#text) Consult your degree audit for your program requirements.

Accrediting Body: Association to Advance Collegiate Schools of Business (AACSB) International.

First Term		Hours
BUAD 1000	Orientation For Business Students	1
BUAD 1010	Introduction To Business	3
ENGL 1110	College Composition I	3
MATH 1320	College Algebra ⁴	3
Arts/Humanities Core ¹		3
Social Science Core ¹		3

Hours 16

Second Term		Hours
BUAD 1020	Micro-Computer Applications In Business	3
ENGL 2960	Professional and Business Writing	3
ECON 1150	Principles Of Macroeconomics	3
Diversity of US		3
Natural Sciences Core ¹		3
Natural Sciences Laboratory ¹		1

Hours 16

Third Term		Hours
BUAD 2000	Career Development I	1
BUAD 2020	Information Technology Management	3
BUAD 2030	Executive Communication Essentials	3
BUAD 2040	Financial Accounting Information	3
BUAD 2060	Business Statistics	3
ECON 1200	Principles Of Microeconomics	3

Hours 16

Fourth Term		Hours
BUAD 2050	Accounting For Business Decision-Making	3
BUAD 2070	Business Analytics	3
BUAD 2080	Global Environment Of Business	3
Arts/Humanities Core ¹		3
Natural Science Core ¹		3

Hours 15

Fifth Term

BUAD 3000	Career Development II	1
BUAD 3020	Principles Of Manufacturing And Service Systems	3
BUAD 3010	Principles Of Marketing	3
BUAD 3030	Managerial And Behavioral Processes In Organizations	3
BUAD 3040	Principles Of Financial Management	3
Non-US Diversity ¹		3
Hours		16

Sixth Term

BUAD 3470	The Legal And Ethical Environment Of Business	3
MKTG 3850	Buyer Behavior And Relationship Marketing	3
MKTG 3880	Marketing Research And Data Analytics	3
MKTG 3690	Marketing Communication ³	3
Minor/Business Elective ²		3
Hours		15

Seventh Term

BUAD 4020	Senior Business Policy Forum	3
MKTG 3280	Digital Marketing ³	3
MKTG Major Elective ³		3
Minor/Business Elective ²		3
Elective		2
Hours		14

Eighth Term

MKTG 4130	Marketing Analysis And Decision Making	3
MKTG Major Elective ³		3
Minor/Business Elective ²		3
Elective		3
Hours		12
Total Hours		120

¹ Select from approved University core course work, see degree audit for course selection.

² Minor elective or 3000/4000 level Business elective if no Business minor is selected.

³ Marketing major elective including internship, see degree audit for course selection.

⁴ Acceptable replacements include MATH 1260 or 1270 or 1340 or 1730 or 1750 or 1760 or 1850 or 1860 or 2450 or 2460

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community.
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.

- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business.
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity.
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior.
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies.