

MARKETING, BBA

Bachelor of Business Administration (BBA) Program Learning Outcomes

Our BBA graduates will be able to:

- Demonstrate skills and attributes commonly expected of a business professional in an internship or other experiential engagement
- Demonstrate foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Apply foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Demonstrate successful business communication skills.
- Recognize concepts in ethics and cultural diversity for decision making.
- Apply analytic tools in decision making.
- Apply information technology tools in decision making.

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:

Graduates of this program will be able to:

- Demonstrate knowledge of the 4 parts of the marketing mix.
- Demonstrate knowledge of the sales process
- Demonstrate knowledge of concepts of marketing research
- Demonstrate knowledge of basic market strategy concepts

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 IMPACTS		42
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext)		
Field of Study - Marketing		18
ACCT 2101	Principles of Financial Accounting	3
ACCT 2102	Principles Managerial Accounting	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
BUSA 2101	Business Analytics	3
ECON 2105	Principles of Macroeconomics ¹	3
	or ECON 2106 Principles of Microeconomics	
Upper Division Business Core Requirements		18
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Business 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	Market Research & Analytics	3
MKTG 4207	Professional Selling	3
MKTG 4750	Marketing Strategy	3
MKTG 4850	Internship/Cooperative Educ.	3
	or MKTG 4851 Internship/Cooperative Educ.	
	or MKTG 4852 Internship/Cooperative Educ.	
General Electives ²		27
Business Capstone		3
MGMT 4750	Strategic Management	3
Total Credit Hours		120

BBA in Marketing, Digital and Social Media Marketing Concentration Course Requirements

In order to complete a Digital and Social Media 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	Digital and Social Media Marketing	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		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	

¹ If ECON 2106 Principles of Microeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

If ECON 2105 Principles of Macroeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

² Twenty-seven (27) 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, nine (9) OKcredit 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).

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 Core IMPACTS	3
MATH 1101	Intro to Mathematical Modeling Core IMPACTS	3
Communication or Foreign Language Core IMPACTS		2-3
POLS 1101	American Government Core IMPACTS	3
BUSA 1105	Introduction to Business	3
Credit Hours		14-15
Second Semester		
ENGL 1102	English Composition II Core IMPACTS	3
Science Course with Lab Core IMPACTS		4

Math, Science, or Technology	Core IMPACTS	3
ECON 2105	Principles of Macroeconomics	Core IMPACTS 3
BLAW 2106	Legal Environment of Business	3
Credit Hours		16

Second Year

First Semester

Science Course without Lab Core IMPACTS		3
MATH 1401	Elementary Statistics Core IMPACTS	3
ACCT 2101	Principles of Financial Acct.	3
ECON 2106	Principles of Microeconomics Core IMPACTS	3
MKTG 3101	Principles of Marketing	3
Credit Hours		15

Second Semester

CRIT 1101	Critical Thinking Core IMPACTS	3
ACCT 2102	Principles Managerial Acct.	3
BUSA 2101	Business Analytics	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Business Communication	3
Credit Hours		15

Third Year

First Semester

Literature, Philosophy, or Foreign Language Core IMPACTS		3
HIST 2111	Survey of US History to 1877 Core IMPACTS	3
or HIST 2112	or US HIST Since Reconstruction	
SCML 3102	Operations & Supply Chain Mgmt	3
MKTG 4104	Market Research & Analytics	3
MKTG 4207	Professional Selling	3
Credit Hours		15

Second Semester

Fine Arts or Intermediate Foreign Language Core IMPACTS		3
HIST 1111	Survey-PreModern World History Core IMPACTS	3
or HIST 1112	or Survey of Modern World History	
or HIST 2750	or Critical Trends and Issues	
or POLS 2401	or Intro to Global Issues	
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 Strategy	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

* 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.