



Richard E. & Sandra J. Dauch

**COLLEGE OF
BUSINESS & ECONOMICS**
ASHLAND UNIVERSITY



Curriculum Guide: B.S.B.A. in Marketing

Four Year Curriculum Guide (Beginning with the 2024 catalog)

Year 1 - Fall Semester		
Course #	Title	CR
ENG 101	English Composition I (Core 1)	3
MKT 233	Principles of Marketing	3
MIS 221	Information Technology	3
CORE	Institutional Requirement (Core 2)	3
CORE	Institutional Requirement (Core 3)	3
		15

Year 2 - Fall Semester		
Course #	Title	CR
ACCT 201	Financial Accounting	3
MATH 108	Introductory Statistics (Core 8)	3
ECON 233	Macroeconomics (Core 9)	3
CORE	Institutional Requirement (Core 10)	3
CORE	Institutional Requirement (Core 11)	3
		15

Year 3 - Fall Semester		
Course #	Title	CR
FIN 228	Financial Management	3
MKT 311	Market Analysis & Research	3
MINOR	Minor Course (2)	3
CORE	Institutional Requirement (Core 13)	3
MKT 326	Consumer Behavior	3
		15

Year 4 - Fall Semester		
Course #	Title	CR
MGT 401	Business Law I	3
MAJOR	Major Elective (3)	3
MAJOR	Major Elective (4)	3
MKT 411	Marketing Management	3
MINOR	Minor Course (3)	3
		15

This plan accommodates a 15 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

Year 1 - Spring Semester		
Course #	Title	CR
ENG 102	English Composition II (Core 4)	3
MGT 240	Introduction to Management	3
ECON 232	Microeconomics (Core 5)	3
CORE	Institutional Requirement (Core 6)	3
CORE	Institutional Requirement (Core 7)	3
		15

Year 2 - Spring Semester		
Course #	Title	CR
ACCT 202	Managerial Accounting	3
MGT 319	Operations Management	3
MAJOR	Major Elective (1)	3
MINOR	Minor Course (1)	3
CORE	Institutional Requirement (Core 12)	3
		15

Year 3 - Spring Semester		
Course #	Title	CR
MGT 323	Business Communications	3
CORE	Institutional Requirement (Core 14)	3
MKT 313	Salesmanship	3
MKT 403	Digital Marketing	3
BUS 339	Internship/Major Elective (2)	3
		15

Year 4 - Spring Semester		
Course #	Title	CR
MGT 489	Senior Seminar	3
MGT 499	Senior Assessment	1
MAJOR	Major Elective (5)	3
CORE	Institutional Requirement (Core 15)	3
MINOR	Minor Course (4)	3
MINOR	Minor Course (5)	3
		16

Total Credit Hours 121

OFFICE OF ADMISSIONS

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