

Cleveland State University  
**Monte Ahuja College of Business**  
 Bachelor of Business Administration Degree  
**Marketing Major**

**Fall 2025 – Spring 2026: Recommended Academic Course Sequence**

Student Name: \_\_\_\_\_ CSU ID number: \_\_\_\_\_

**First Year**

Fall Semester	Credits	Major	Core	Spring Semester	Credits	Major	Core
ENG 101 English I	3		FYV	ENG 102 English II	3		RPW
MTH 148 Mathematics for Business Majors I	3	X	QFR	BUS 201 Applied Business Statistics +	3	X	QFR
BUS 151 The World of Business	3	X		BUS 193 Special Topic: Business Major Experience	1	X	
IST 203 Spreadsheet Skills and Applications	3	X		Human Culture & Creativity Elective	3		HCC
Inquiry Launch Elective	3		IL	Scientific Inquiry & Investigations Elective	3		SII
				Scientific Inquiry & Investigations Lab Elective	1		SII Lab
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>14</b>		

**Second Year**

Fall Semester	Credits	Major	Core	Spring Semester	Credits	Major	Core
ACT 221 Introductory Accounting I	3	X		ACT 222 Introductory Accounting II	3	X	
OSM 202 Introduction to Business Analytics +	3	X	QFR & DDL	African American History & Culture Elective	3	X	AAHC
GAD 250 Business Communication (W)	3	X	WAC	MKT 301 Fundamentals of Marketing	3	X	
IST 305 Information Systems in the Business World	3	X		ECN 201 Principles of Macroeconomics	3	X	SHB
ECN 202 Principles of Microeconomics	3	X	SHB	FIN 351 Introduction to Financial Management	3	X	
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>		

**Third Year**

Fall Semester	Credits	Major	Core	Spring Semester	Credits	Major	Core
MKT 420 Buyer Behavior	3	X		MKT 431 Marketing Research	3	X	
OSM 311 Introduction to Operations Management	3	X		Marketing 300 - 400 Major Elective	3	X	
MGT 321 Organizational Behavior	3	X		Diversity in Society Elective	3		DIS
Scientific Inquiry & Investigations Elective	3		SII	Global Human Perspectives Elective	3		GHP
Marketing 300 - 400 Major Elective	3	X		BLW 411 Business Law and Ethics (W)	3	X	WAC
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>		

**Fourth Year**

Fall Semester	Credits	Major	Core	Spring Semester	Credits	Major	Core
MKT 464 Marketing Strategy	3	X		MGT 465 Management Strategy and Policy	3	X	CAP
Marketing 300 - 400 Major Elective	3	X		MKT 495 Consulting	3	X	
Marketing 300 - 400 Major Elective	3	X		Marketing 300-400 Major Elective	3	X	
BUS 351 Business, Society and Government (W)	3	X	WAC	MKT 300 - 400 or BUS (any area) 300 - 400 Major Elective	3	X	
General Elective	1			General Elective from any CSU discipline area	3	X	
				BUS 498 Bus Undergraduate Completion Exit Evaluation	0	X	
<b>Semester Total</b>	<b>16</b>			<b>Semester Total</b>	<b>15</b>		
<b>Apply for Spring graduation prior to Sep 9th</b>							

**Degree Requirements: 120 Credit Hours & required coursework**

**Fall 2025 – Spring 2026: Bachelor of Business Administration Degree –Marketing Major Requirements**

**Assumptions:** college-level readiness in MTH & ENG; no Foreign Language Deficiency. **College/Program Notes:** Bachelor of Business Administration students are required to complete 120 hours of course work that includes university, college, and major requirements. Adhering to the recommended sequence outlined in this document provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of the courses required for this program.

**BBA Degree Academic Grade Requirements:** A minimum of a final grade of C or higher is required for the following courses: ENG 100/101, ENG 102, ACT 221, ACT 222, MTH 148, BUS 201, GAD 250, BLW 411 & MGT 465 or the courses must be repeated. + Courses BUS 201 and OSM 202 cannot be substituted with other courses.

**Major Requirements:** All Marketing Major courses at the 300 level and the 400 level require a final grade of “C” or higher or the course must be repeated.

The plan above is an enrollment guideline that follows the required College of Business academic guidelines. Also, the plan ensures all Inquiry Core Curriculum, College, University, and Major requirements are met within 4 years of study. General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a minimum of 120 total credit hours, of which a minimum of 42 credit hours must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above or may need additional electives.

**Inquiry Core Curriculum Key:**

IL = Inquiry Launch (1 course)  
 FYV = Finding Your Voice (1 course, C or better required)  
 RPW = Research & Professional Writing (1 course C or better required)  
 QFR = Quantitative & Formal Reasoning (2 courses)  
 SII = Scientific Inquiry & Investigations (2 courses & 1 lab)  
 HCC = Human Culture & Creativity (1 course)  
 DDL = Data & Digital Literacy (1 course, can be satisfied by a second QFR course)

GHP = Global Human Perspectives (1 course)  
 AAHC = African American History & Culture (1 course)  
 S/HB = Society & Human Behavior (1 course)  
 DIS = Diversity in Society  
 WAC/SPAC = Writing/Speaking Across the Curriculum (2 courses, one in the major; C or better required)  
 CAP = Capstone  
 \*\* Inquiry Launch requirement is waived for transfer students.  
 # One diversity course will be waived for students with 60 or more transfer credits.

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