



# College of Business

## 2021-2022

## Marketing B.B.A. Degree

Marketing Research and Analytics Concentration

If you're intrigued by the unofficial science of how products are sold to consumers, you should consider a high-demand career as a market research analyst.

Market research analysts monitor marketing and sales trends and create methods for collecting data. They also assess the effectiveness of marketing strategies and create charts, graphs, and reports to present their analyses.

This field is projected to grow by 41 percent in the next decade. The median pay for a marketing research analyst is \$60,570.

### The Marketing Club

Affiliated with the American Marketing Association and open to marketing and other business students.

### For More Information

College of Business  
108 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
ACCREDITED



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### Suggested Curriculum Guide for Marketing Research and Analytics Concentration

#### Freshman (1<sup>st</sup> Semester) 13 hrs

- BUS 100\*** Professional Development Series
- BUS 101** Nature of Business
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- E-1A\*** ENG 101
- E-6** Diversity

#### Sophomore (1<sup>st</sup> Semester) 16 hrs

- BUS 200 (1)** Professional Development Series
- BUS 207** Fundamentals of Interpersonal Business Comm.
- BUS 209** Fundamentals of Financial & Managerial ACC
- ECO 231** Principles of Economics II
- E-4A** Biological or **E4B** Physical Lab Science
- E-3A** Arts

#### Junior (1<sup>st</sup> Semester) 16 hrs

- BUS 300 (1)** Professional Development Series
- BUS 301W** Essentials of Formal Business Communication
- BUS 304** Essentials of management Information Systems
- BUS 303** Essentials of Organizational Behavior & HR
- BUS 305** Essentials of Marketing
- Free Elective (3 hrs)**

#### Senior (1<sup>st</sup> Semester) 16 hrs

- BUS 400 (1)** Professional Development Series
- BUS 306** Essentials of Operations and Supply Chain
- MKT 456** Qualitative Research in Marketing
- MKT 460** Marketing Management
- CIS 430** Data Mining
- Free Elective (3)**

#### Freshman (2<sup>nd</sup> Semester) 15 hrs

- E1B\*** ENG 102
- E-4A** Biological or **E4B** Physical Lab Science
- E-1C** CMS 100 or 210
- ECO 230** Principles of Economics I
- BUS 206** Fundamentals of Problem Solving with Excel

#### Sophomore (2<sup>nd</sup> Semester) 16 hrs

- BUS 204** Fundamentals of Business Law and Ethics
- STA 270 (4)** Applied Statistics
- E-3B** Humanities
- E-5A** History
- E-6** Diversity

#### Junior (2<sup>nd</sup> Semester) 16 hrs

- MKT 455** Marketing Research and Analysis
- BUS 302** Essentials of Finance
- MKT 400** International Marketing
- MKT 350** Customer Behavior in Marketing
- Free Elective (4 hrs)**

#### Senior (2<sup>nd</sup> Semester) 12 hrs

- MKT 481** Internship in Marketing
- BUS 402** Integrated Strategic Management
- MKT 457** Experimental Design for Marketing
- Free Elective (3 hrs)**

\*Course must be taken in semester indicated.

### UNIVERSITY GRADUATION REQUIREMENTS

General Education .....	36 hrs
Student Success Seminar (BUS 100) .....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

#### College Requirements:

BUS 300 (1 hour) and BUS 400 (1 hour) .....	2 hrs
Professional Development Series.....	1 hrs
BUS 100, 200, 300, 400	
Nature of Business: BUS 101.....	3 hrs
Fundamentals Series: Environment and Tools of Business.....	12 hrs
BUS 204, 206, 207, 209	
Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306.....	18 hrs
Mastery of Business: BUS 402.....	3 hrs

#### Supporting Course Requirements .....

Environment of Business: ECO 230 ( <sup>G</sup> Element 5B) and 231	7 hrs
Tools of Business: MAT 112A and 112B ( <sup>G</sup> Element 2), 114( <sup>G</sup> Element 2), or 211( <sup>G</sup> Element 2), STA 270	

<sup>G</sup> = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

#### Marketing Requirements:

<b>Marketing Research and Analytics Concentration</b> .....	24 hrs
CIS 430; MKT 350, 400, 455, 456, 457, 460, 481.	
<b>Free Electives (Non-Business)</b> .....	13 hrs
<b>Total Curriculum Requirements</b> .....	<b>120 hrs</b>