

BBA - Marketing

Program Requirements

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in marketing. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements for all BBA programs (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) set by the W. Frank Barton School of Business, candidates for the BBA in marketing must satisfy the following requirements of the curricular major:

Course	Title	Hours
General Education		
Select courses to meet General Education requirements ¹		34-35
College Requirements ²		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		23-25
Marketing Major		
MKT 403 or MKT 690M	Marketing Research Data-Driven Metrics for Modern Marketing	3
MKT 405	Consumer Behavior	3
MKT 609	Strategic Marketing Management	3
<i>Directed Electives</i>		
Select a minimum of 9 credit hours from the following		9
MKT 404	Innovations in Retailing	
MKT 407	Mastering the Service Experience: Blueprinting Service Success	
MKT 601	International Marketing	
MKT 607	Brand Planning and Promotion	
MKT 608	Selling and Sales Force Management	
MKT 710	Digital Marketing	
MKT 750	Workshop in Marketing	
MKT 6901	Advanced Topics in Marketing and Technology	
MKT 690	Seminar in Selected Topics	
<i>Approved Major Electives</i>		
Select a maximum of 3 credit hours from the following		3
ECON 704	Behavioral Economics and Managerial Decisions	
ENTR 453	Digital Entrepreneurship	
ID 300	Design Thinking and Innovation	
ID 515	Blockchain Fundamentals	
ID 516	Blockchain Applications	
ID 721	Pitch to Presentation	
Open Electives		
Select enough electives to reach 120 credit hours		12-15
Total Credit Hours		120

¹ Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

² See the Bachelor of Business Administration ([http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-](http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/)

[of-business-administration/](http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/)) page of the catalog for a full explanation of these college requirements.

Applied Learning

Students in the BBA - marketing program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing the coursework and the applied research project assigned in MKT 609 Strategic Marketing Management.