

Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester One: [16 Credit Hours]				
COMM 15000 Introduction to Human Communication	3		C	Fulfills LER Additional
MATH 11010 Algebra for Calculus	3		C	Fulfills LER Mathematics
BUS 10123 Exploring Business	3			Fulfills Pre-Major Business requirement
US 10097 Destination Kent: First Year Experience	1			Not required for transfer students with 25 credits
LER Humanities or Fine Arts	3			One or both should fulfill diversity requirement; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
LER Social Sciences	3			
Semester Two: [15-17 Credit Hours]				
ECON 22060 Principles of Microeconomics	3			Fulfills LER Social Sciences
MATH 11012 Intuitive Calculus or MATH 12002 Analytic Geometry and Calculus I	3-5			Fulfills Pre-Major Additional Mathematics requirement
MIS 24053 Introduction to Computer Applications	3			Fulfills LER Pre-Major Business requirement
ENG 11011 College Writing I	3		C	Enrollment based on placement tests; fulfills LER Composition
LER Basic Sciences	3			Visit www.kent.edu/catalog and search “LER” for course list
Semester Three: [15 Credit Hours]				
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
MIS 24056 Fundamentals of Business Statistics	3			Fulfills Pre-Major Business requirement
ACCT 23020 Introduction to Financial Accounting	3			Fulfills Pre-Major Business requirement
ENG 21011 College Writing II	3		C	Fulfills LER Composition
MIS 24163 Principles of Management	3			Fulfills Pre-Major Business requirement
Semester Four: [15-16 Credit Hours]				
MKTG 25010 Marketing	3		C	Fulfills Pre-Major Business requirement
ACCT 23021 Introduction to Managerial Accounting	3			Fulfills Pre-Major Business requirement
FIN 26074 Legal and Regulatory Environment of Business	3			Fulfills Pre-Major Business requirement
LER Basic Sciences	2-3			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
LER Basic Sciences Laboratory	1			
LER Humanities	3			
Semester Five: [16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 35011 Marketing Tools	3	■	C	Fulfills writing-intensive requirement: offered in fall only
MMTG 35024 Hands-On Technology Enhancement Laboratory	1	■		Offered in fall only
FIN 36053 Business Finance	3	■		
MIS 34060 Operations Management	3	■		
LER Fine Arts	3			Should fulfill diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search “LER” and “diversity” for course lists
General Elective (lower or upper division)	3			

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester Six: [16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 35021 Research for Marketing Decisions	3	■		Offered in spring only
MMTG 35023 Customer Analysis	3	■		Offered in spring only
MMTG 35026 Decision-Making Skill Enhancement Laboratory	1	■		Offered in spring only
ENG 30063 Business and Professional Writing	3	■		
General Electives (lower or upper division)	6			
Semester Seven: [13-16 Credit Hours]				
Required: minimum cumulative 2.50 GPA				
MMTG 45020 Competitive Market Analysis	3	■		Offered in fall only
MMTG 45026 Personal Selling Methods and Practices Lab	1	■		Offered in fall only
MMTG 45030 Channel Management	3	■		Offered in fall only
General Electives (lower or upper division)	6-9			8 credits are required if MATH 11012 was taken
Semester Eight: [12 Credit Hours]				
Required: minimum cumulative 2.50 GPA and completion of The Assurance of Learning Assessment given in MIS 44285				
MIS 44285 Integrated Business Policy and Strategy	3	■		
MMTG 45010 Promotion Management	3	■		Offered in spring only
MMTG 45040 Integrated Marketing Strategy	3	■		Offered in spring only
General Elective (upper division)	3	■		

Graduation Requirements Summary

Total Hours	Upper-Division Hours	Liberal Education Requirements Hours	Diversity Course Global / Domestic	Writing-Intensive	Minimum	
					Major GPA	Overall GPA
121	39	36	LER or General Electives	MMTG 35011	2.50	2.50

Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.