



Department of Management, Marketing and International Business  
*School of Business*  
College of Business & Technology (2019-2020)

# Marketing B.B.A. Degree

Marketing Research and Analytics

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

Department of Management, Marketing and International Business  
011 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**



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

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\* Student Success Seminar
- E-2 MAT 112 Algebra & Applications (or MAT 211 Calculus)
- E-5B PSY 200 or SOC 131 Intro PSY or Intro SOC
- E-1A\* ENG 101
- E-6 Diversity
- CIS 212 Intro to CIS or INF 104 Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201 Introduction to Financial Accounting
- ECO 231 Principles of Economics II
- QMB 200 Business Statistics
- E-4A Biological or E4B Physical Lab Science
- E-3A Arts

**Junior (1<sup>st</sup> Semester) 15 hrs**

- CCT 300W Managerial Reports
- CIS 300 Management Information Systems
- MGT 300 Principles of Management
- MKT 300 Principles of Marketing
- MGT 340 Management Science
- BTS 300 Professional Skills Seminar (0 credit)\*

**Senior (1<sup>st</sup> Semester) 15 hrs**

- MKT 455 Marketing Research and Analysis
- MGT 370 Operations Management
- Free Elective (Non-Business 6 hrs)
- MKT 481 Internship in Marketing

**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
- GBU 101\* Introduction to Business
- ECO 230 Principles of Economics I

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202 Introduction to Managerial Accounting
- GBU 204 Legal and Ethical Environments of Business
- E-3B Humanities
- E-5A History
- E-6 Diversity

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- MKT 350 Consumer Behavior in Marketing
- FIN 300 Business Finance I
- MKT 400 International Marketing
- CIS 430 Data Mining
- Free Elective (Non-Business 3 hrs)

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- GBU 480\* Business Strategy
- MKT 460 Marketing Management
- MKT 457 Experimental Design for Marketing
- MKT 456 Qualitative Research in Marketing (3 hrs)
- Free Elective (Non-Business 2 hrs)
- BTS 400 College to Careers Seminar (0 credit)\*

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements** .....

CIS 430; GBU 101; MGT 340; MKT 350, 400, 455, 456, 457, 460, and 481. ....30 hrs

**Supporting Course Requirements**.....

9 hrs  
 MAT 112/211 (counted in GE Element 2)  
 CIS 212 or INF 104  
 PSY 200/200W or SOC 131 (counted in GE Element 5)  
 ECO 230 & 231

**Free Electives (Non-Business)** .....

11 hrs

**Total Curriculum Requirements**..... **120 hrs**