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Hit the ground running®...

BBA DEGREE - CODE #0285

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The Marketing BBA is a unique degree providing students with a 2-in-1 component of applied technology learning in digital art/ design and writing for emergent media while immersing students in 21st century marketing topics such as e-commerce, SEO marketing, marketing analytics and metrics, digital marketing development, and marketing management. This degree provides opportunities for graduates to enter into a myriad of different digital content, or direct marketing occupations, obtain industry certifications, and work domestically or abroad. A vast majority of the upper-level courses are applied learning with a capstone course incorporating projects with actual business clients.

ADVANTAGES

- Prepares graduates for the new digital marketing environment with application of the latest technology software to design, write copy, and produce full content for web, social media, and mobile digital platforms.
- Create marketing advertising campaigns that tackle important topics of DEI, corporate sustainability, and international issues.
- Develop fundamental analytics skills using key tools such as GA4 (Google Analytics).
- Discover how digital media marketing effects e-commerce in its performance and value to our economy.
- Learn key strategies to deliver effective marketing management communication plans.
- The BBA degree in marketing is designed to allow students to enter as first-year students or to transfer in after earning their AAS or AS in marketing or business.

OCCUPATIONAL OPPORTUNITIES

- Marketing manager
- Website creative content developer
- Marketing analyst
- Graphic designer for digital media
- Digital media developer
- Advertising account executive
- E-commerce/business analyst
- Sales/marketing positions
- Marketing brand/design manager
- Social media manager
- Marketing project manager

EMPLOYMENT STATISTICS

According to the Bureau of Labor Statistics occupations in advertising, promotions, and marketing managers have a growth rate of 10% whereas marketing research analysts are expected to exceed that at 19%.

RELATED PROGRAMS

- Marketing (AAS)
- Business Administration (AS/BBA)
- Graphic and Media Design (AS/BS)
- Technical Communication and Emergent Media (BS)

ENTRANCE REQUIREMENTS/RECOMMENDATIONS

Required: Algebra, Geometry
Recommended: Algebra 2

REQUIRED EQUIPMENT

A tier 1 laptop computer is required for students entering this degree program. Laptop specifications are available at www.alfredstate.edu/required-laptops.

OFFICE OF ACCESSIBILITY SERVICES

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at oas@alfredstate.edu or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

MARKETING - BBA DEGREE

TYPICAL EIGHT-SEMESTER PROGRAM

First

MATH	xxx3	Gen. Ed Elective - MATH	3
CISY	xxx3	Computer Elective	3
COMP	1503	Writing Studies	3
GENS	xxx3	Gen. Ed Natural Science	3
MKTG	2073	Principles of Marketing	3
			15

Second

MATH	xxx3	Stats I or Stat Method	3-4
BUAD	2033	Business Communication	3
LITR	2503	Identity and Literature	3
GLST	2113	Global & Diverse Perspectives	3
MKTG	1063	Principles of Sales	3
			15-16

Third

BUAD	3153	Fundamentals of Management	3
BUAD	3043	Business Law I	3
ECON	1013	Principles of Macroeconomics	3
ACCT	1124	Financial Accounting	4
MKTG	1033	Advertising Principles	3
			16

Fourth

ECON	2023	Principles of Microeconomics	3
ACCT	2224	Managerial Accounting	4
BUAD	4053	Business Law II	3
SPCH	1083	Public Speaking	3
MKTG	3203	Digital Marketing Fundamentals	3
			16

Fifth

DGMA	1403	Digital Foundations I	3
BUAD	5043	Business Ethics	3
DGMA	3503	Typography	3
XXXX	xxx3	Gen. Ed Elective	3
MKTG	5003	Consumer Behavior	3
			15

Sixth

DGMA	2503	Digital Foundations II	3
BUAD	6113	Strategic & Creative Prob Solv	3
COMP	3603	Writing for Emergent Media	3
XXXX	xxx3	Professional Elective - Upper	3
MKTG	6203	E-Commerce	3
			15

Seventh

BUAD	6003	Managerial Finance	3
BUAD	7033	Operations Management	3
XXXX	xxx3	Professional Elective - Upper	3
MKTG	7103	Search Engine Marketing	3
MKTG	7203	Digital Marketing Development	3
			15

Eighth

XXXX	xxx3	Professional Elective - Upper	3
XXXX	xxx3	Professional Elective - Upper	3
XXXX	xxx3	Professional Elective - Upper	3
MKTG	8003	Marketing Research & Analytics	3
MKTG	8204	Marketing Management Capstone	4
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GRADUATION REQUIREMENTS

- 123 credit hours
- 7 out of 10 General Education Silos must be completed
- Cumulative overall index of a 2.0,GPA and a 2.0 required for all major courses

END-OF-PROGRAM EXAM REQUIREMENTS

All students are required to complete an end-of-program exam. This exam will be taken in the capstone course for the student's specific program in MKTG 8204 Marketing Management Capstone. The end-of-program exam will also be considered an assignment in the capstone course. The benefit of taking the end-of-program exam is to test the student's knowledge at the time of graduation. Students may include the progress from the end-of-program exams on their resume. Taking the end-of-program exam will have some fees, which are currently $45 per exam. Exams will be taken once and they will impact the student's capstone course grade by 5%. Please refer to the syllabi for the relevant capstone course to know the grading scale for the end-of-program exam.

The end-of-program exams are required, not optional. Information on how to take the exams will be given in the course prior to the end-of-program exam.

How should I prepare for the assessment exam?

The comprehensive end-of-program exam covers topics taught throughout the degree program, which are aligned to the topics required for accreditation. The preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational knowledge areas for your discipline.