

**Cleveland State University**  
**Monte Ahuja College of Business**  
**Associate of Arts Degree to Bachelor of Business Administration Degree Pathway – Marketing Major**

**SUGGESTED SEQUENCE AT TRI-C**

<b>First Year</b>			
Fall Semester	Credits		Spring Semester
ENG 1010/101H College Composition I *	3		ENG 1020/102H College Composition II *
BADM 1020 Introduction to Business	3		ECON 2000 Principles of Microeconomics
MATH 1470 Mod Math for Business I **	4		PHIL 1020 Introduction to Logic
OT36 Natural Science Elective ***	3		MATH 1490 Business Probability and Statistics I **
OT36 Arts & Humanities Elective ***	3		OT36 Arts & Humanities Elective ***
<b>Semester Total</b>	<b>16</b>		<b>Semester Total</b>
<b>Second Year</b>			
Fall Semester	Credits		Spring Semester
ACCT 1311 Financial Accounting	3		ACCT 1341 Managerial Accounting
ECON 2010 Principles of Macroeconomics	3		MARK 2010 Principles of Marketing
BADM 2010 Business Communication	3		OT36 Social & Behavioral Science Elective (not ECON)
OT36 Natural Science Elective w/ a Lab	4		COMM 1010 Fundamentals of Speech Communication
General Elective	1		IT 1090 Computer Applications
<b>Semester Total</b>	<b>14</b>		<b>Semester Total</b>
			<b>Total minimum credits earned at Tri-C</b>
<b>Associate of Arts Awarded</b>			

**SUGGESTED SEQUENCE AT CSU**

<b>Third Year</b>			
Fall Semester	Credits		Spring Semester
OSM 202 Introduction to Business Analytics	3		MKT 431 Marketing Research
MKT 350 Principles of Personal Selling	3		OSM 311 Introduction to Operations Management
FIN 351 Introduction to Financial Management	3		MGT 321 Organizational Behavior
MKT 420 Buyer Behavior	3		Marketing (MKT) Major Elective (300/400)
IST 305 IT for Competitive Advantage	3		BLW 411 Business Law and Ethics (WAC)
<b>Semester Total</b>	<b>15</b>		<b>Semester Total</b>
<b>Fourth Year</b>			
Fall Semester	Credits		Spring Semester
MKT 464 Marketing Strategy	3		MGT 465 Management Strategy and Policy (WAC)
Marketing (MKT) Major Elective (300/400)	3		BUS 498 Bus Undergraduate Completion Exit Evaluation
Marketing (MKT) Major Elective (300/400)	3		MKT 495 Consulting
Marketing (MKT) Major Elective (300/400)	3		Marketing (MKT) Major Elective (300/400)
BUS 351 Business, Society and Government	3		Marketing (MKT) or Business (any area) Major Elective (300/400)
			General Elective
<b>Semester Total</b>	<b>15</b>		<b>Semester Total</b>
			<b>Total Credits</b>
<b>Bachelor of Business Administration Degree, Marketing Major Awarded</b>			

This degree pathway map represents how to complete the **Cuyahoga Community College Associate of Arts Degree** and the **Cleveland State University, College of Business, Bachelor of Business Administration Degree, Marketing Major**.

**Additional Information: Assumptions:** College-level readiness in MATH and ENG, no Foreign Language Deficiency (FLD).

**\*College of Business/CSU English Requirement:** Completion of English College Writing Level One and Two course with a final grade of "C" or higher in both courses.

**\*\*College of Business/Business Studies/CSU Math Requirement:** The BBA Degree requires completion of MATH 1470 and MATH 1490 with a final grade of "C" or higher in both courses.

**College of Business/CSU Foreign Language Requirement:** Completion of the foreign language requirement, if applicable. (Students who graduated from high school in 1987 or later and who did not complete two years of the same foreign language in high school must remove the foreign language deficiency by completing a first-year language sequence or two semesters of American Sign Language plus one approved foreign culture course.)

**\*\*\*General Education additional notes:** A&H = Arts & Humanities (courses from different departments)  
 Honors courses can satisfy General Education required coursework when available.

Students who do not complete the Associate of Arts degree are responsible for the completion of the entire General Education Requirements at Cleveland State University.

*This Transfer Pathway completes the Associate of Arts degree, which must total at least 60 semester credits and includes 36 credits of the Ohio Transfer 36 (OT36) courses (formerly OTM), which are approved Tri-C general education requirements. OT36 details can be found at <https://www.ohiohighered.org/Ohio-Transfer-36>. Students should work closely with counselors/advisors at both institutions to discuss options.*

**CSU/College of Business: Marketing Major Requirements:** All Marketing major courses require a final grade of "C" or higher or the course must be repeated.

CSU requires a minimum of 120 total credit hours for graduation. At least 30 credits must be completed in-residence at CSU. At least 24 of the in-residence credits must be completed at the upper division (300/400) level. An overall total of 42 upper division (300/400) level credits are required. Students deficient in total credits or in-residence credits must take additional elective credits to meet the minimum requirements. Depending upon other elective choices made, students may not need as many general electives as indicated above or may need additional electives.

(WAC) courses counts as a Writing Across the Curriculum course for university graduation requirements (only if taken at CSU). Students must earn a grade of "C" or better to receive WAC credit. This information is provided solely for the convenience of the reader, and Cleveland State University expressly disclaims any liability which may otherwise be incurred.

*This publication is neither a contract nor an offer to make a contract. While every effort has been made to ensure the accuracy of the information, CSU reserves the right to make changes at any time with respect to course offerings, degree requirements, services provided, or any other subject addressed herein.*