

BBA - Marketing Emphasis in Real Estate

Program Requirements

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in marketing emphasis in real estate. 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 emphasis in real estate must satisfy the following requirements of the curricular major:

Course	Title	Hours
General Education		
Select courses to meeting General Education requirements ¹		34-35
College Requirements ²		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		20
Marketing Emphasis in Real Estate Major		
MKT 403	Marketing Research	3
MKT 405	Consumer Behavior	3
MKT 406	Marketing Research II	3
MKT 609	Strategic Marketing Management	3
RE 310	Principles of Real Estate	3
Select one of the following:		
MKT 607	Brand Planning and Promotion	3
or MKT 608	Professional Selling	
Major Electives		
Select 9 credit hours of upper-division (300 or above) real estate courses ³		9
Open Electives		
Select enough electives to reach 120 credit hours		11-12
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-of-business-administration/>) page of the catalog for a full explanation of these college requirements.

³ RE 481/ RE 481N may not be used to satisfy the elective component of this degree.

Majors in marketing or marketing emphasis in real estate must complete MKT 300 with a C+ or better to continue in the major.

Applied Learning

Students in the BBA - marketing emphasis in real estate 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.