

Degree Requirements

The minimum total credits required for a BBA in Marketing is 120.

General Education

47 Credits

Complete the requirements shown in the General Education Requirements section of this catalog. Include the following specified courses:

Mathematics	MATH 1324 & 1325 or MATH 2412 & 2413
Social Science	PSYC 1301 & SOCI 1301

Computer Use

Marketing majors obtain skills in using computers in problem-solving in COSC 1335 (BCIS 1305 or 1405), a required lower division course. ACCT 3333/MNGT 3333, a required core business course, includes further development of these skills and application in a business context in preparation for their use in other upper division business courses, especially MNGT 4375.

Lower Level Business Courses

18 Credits

Complete the requirements shown in the Lower Level Business Courses section of this catalog.

Upper Level Business Common Core Courses

27 Credits

Complete the requirements shown in the Upper Level Business Common Core Courses section of this catalog.

Other Required Upper Level Courses

MRKT 3307	Sales Management	3
MRKT 3315	Consumer Behavior	3
MRKT 4312	Marketing Management	3
MRKT 4314	Marketing Research and Information Systems	3
	Approved MRKT electives totaling 6 hours	6
	Approved Business electives totaling 9 hours	9

27 Credits

Additional Requirements for All Marketing Majors

All marketing majors must earn sufficient course credit to meet the requirement of a minimum of 120 semester credit hours.