

MARKETING (BBA)

Program of Study Core Requirements

Code	Title	Credit Hours
BBA Core		
Minimum grade of C is required ¹		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

¹ Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements ¹		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18
Required for the Major BBA Core		
Minimum 2.0 GPA is required		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3

MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
Required for the Major Total		27

Major Electives

Minimum grade of C is required		
MKTG 3135	Consumer Behavior	3
MKTG 3136	Advertising	3
MKTG 4135	Marketing Research	3
MKTG 4185	Marketing Management	3
MKTG 3***/4***	Elective (advisor approved)	3
MKTG 3***/4***	Elective (advisor approved)	3
MKTG 3***/4***	Elective (advisor approved)	3
Major Electives Total		21

General Electives

Select 6 credits of electives from ACCT/BUSA/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4***	Elective	6
Unrestricted Electives	Elective	6
1***/2***/3***/4***		
General Electives Total		12

Total Credit Hours 123