

# B.B.A. in Marketing

[Overview](#)

[Degree Requirements](#)

## Description

Curricula of the School of Business Administration are designed both for those who plan to operate their own businesses and for those who plan to occupy responsible positions in business organizations. The marketing curriculum provides instruction in basic principles, major functions, and principal institutions of marketing. It emphasizes skills needed in advertising, retailing, sales management, marketing research, product management, distribution management, and related areas.

## Minimum Total Credit Hours: 120

### General Education Requirements

The general education requirements for the B.B.A. include Writ 100 or Writ 101 and Writ 102 or Liba 102 (3,3); humanities (history, philosophy, or modern languages) (3, 3); English literature (Eng 221-226 (3); Math 261/262 or 267/268 or 271/272 (6); lab science (astronomy, biology, chemistry, geology, or physics) (3/4, 3/4); fine arts (art, art history, dance, music, or theatre arts) (3); behavioral or social science (psychology, sociology, anthropology, or political science) (3).

### Course Requirements

Requirements for the major in marketing include the B.B.A. core: Accy 201, 202 (3, 3); Econ 202, 203 (3, 3); Bus 230, Bus 271, Bus 250, Bus 302; Mktg 351; Fin 331; Mgmt 371, Mktg 372, Mgmt 493; MIS 309; 300-level business elective (6); and 300-level business/nonbusiness elective (3).

In addition to the B.B.A. core, the major in marketing requires 24 semester hours beyond the Principles of Marketing (Mktg 351) course and must include the following courses: Mktg 367, 451, 452, 525, and 12 hours from an emphasis in digital marketing, global supply chain management, or sales. If students choose not to pursue an emphasis, they may take 12 hours from the general marketing courses (listed below).

General Marketing Courses: Mktg 353, 354, 356, 358, 361, 458, 462, 465, 475, 477, 488, 494, 495, and 496.

Digital Marketing Emphasis Courses: Mktg 353, Ent 386, Ent 387, and one additional general marketing course.

Global Supply Chain Management Courses: Mktg 361, Mktg 462, Mktg 475, Mktg 477, or Mktg 488.

Sales Emphasis Courses: Mktg 354, Mktg 458, and two courses from the following: Spch 105, Mktg 358, Mktg 488, or Bus 322.

### Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when Business students may enroll in specialty major course work. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

### Specializations

- [Emphasis - Digital Marketing Strategy](#)
- [Emphasis - Global Supply Chain Mgmt.](#)
- [Emphasis - Sales](#)

