



B.B.A. in Marketing and Corp. Relations

[Overview](#)

[Degree Requirements](#)

Description

The Marketing and Corporate Relations curriculum allows students to combine basic principles of marketing and corporate relations. Students will develop a foundation in both business analysis and journalism to prepare for careers in corporate relations such as advertising and public relations.

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 (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 and corporate relations include Accy 201, 202 (3,3); Econ 202, 203 (3,3); Bus/Econ 230 (3); Bus 271 (3); Bus 250 (3); English literature (3); 300 level or above business electives (3,3); nonbusiness elective (3); Fin 331 (3); Bus/Econ 302 (3); Mktg 372 (3); Mktg 351 (3); Mgmt 371 (3); MIS 309 (3); Mgmt 493 (3).

In addition to the above core, the major in marketing and corporate relations requires IMC 205 (3), Jour 371 (3); Jour 391 (3), and Jour 491 or Jour 492 (3); Mktg 353 (3), Mktg 367 (3), Mktg 451 (3), Mktg 452 (3), Mktg 465 (3); Mktg 525 (3); 300 or above Mktg electives (3,3).

Other Academic Requirements

Business students may not enroll in major course work prior to satisfactory completion (2.0 GPA) of the pre-business curriculum. No student may enroll for more than 18 semester hours unless approved by the dean.

