B.B.A. in Marketing Communications

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 communications curriculum allows students to combine basic principles of marketing and communications. Students will develop a foundation in both business and journalism to prepare for careers in a variety of fields, including advertising, public relations, and broadcasting.

Minimum Total Credit Hours: 120

General Education Requirements

The general education requirements for the B.B.A. include Engl 101, Engl 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 communications include Accy 201, 202 (3, 3); Econ 202, 203 (3, 3); Bus 220, Bus 230, Bus 271, Bus 250, Bus 302, Bus 320, Bus 420; Mktg 351; Fin 331; Mgmt 371, Mgmt 372, Mgmt 493; MIS 309; 300-level business electives (6); and 300-level business/nonbusiness elective (3). A list of prerequisite courses requiring a minimum grade of “C” is available at www.olemissbusiness.com or in the undergraduate student services office, Holman 220.

In addition to the above core, the major in marketing communications requires Jour 101, 102, 301, 371, and 575; Mktg 353, 367, and 565; and Econ 307. Finally, students must complete 12 hours of a specialization in either print/advertising, print/public relations, broadcast/advertising, or broadcast/public relations.

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.

Specializations

- Emphasis - Broadcast / Advertising
- Emphasis - Broadcast / Public Relations
- Emphasis - Print / Advertising
- Emphasis - Print / Public Relations

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master’s, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.