

## Emphasis - Broadcast / Public Relations

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### **B.B.A. in Marketing Communications** 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](http://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.

## **Emphasis - Broadcast / Public Relations** **Course Requirements**

The specialization in broadcast/public relations for the B.B.A. in marketing communications requires the following courses (12 hours): Jour 272, 376, 391, and 491.

### **Degree Requirements**

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

### **General Education**

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Complete <a href="#">Writ 101</a> or <a href="#">Writ 100</a> or <a href="#">Hon 101</a> with a passing grade.
First Year Writing II	3	Complete one of the following courses with a passing grade: <a href="#">Liba 102</a> , <a href="#">Writ 102</a> or <a href="#">Hon 102</a> .
<a href="#">Math 261/267/271</a>	3	Complete one of the following courses with a grade of C or better: <a href="#">Math 261</a> , <a href="#">Math 267</a> , or <a href="#">Math 271</a> .
<a href="#">Math 262/268/272</a>	3	Complete one of the following courses with a passing grade: <a href="#">Math 262</a> , <a href="#">Math 268</a> , or <a href="#">Math 272</a> .
6-8 hrs science	6	Complete 6-8 hours of natural science courses and labs with a passing grade from the following areas: biology, chemistry, geology, physics, or astronomy.
2 science labs	2	Complete at least two science laboratory courses with a passing grade. Courses may be chosen from the departments of Biology, Chemistry and Biochemistry, Geology and Geological Engineering, or Physics and Astronomy.
3 hrs fine & perform arts	3	The course may be chosen from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Courses that satisfy this requirement are any Art History (AH); <a href="#">Liba 130</a> , <a href="#">204</a> , <a href="#">314</a> ; <a href="#">Mus 101</a> , <a href="#">102</a> , <a href="#">103</a> , <a href="#">104</a> , <a href="#">105</a> ; <a href="#">Danc 200</a> ; <a href="#">Thea 201</a> , <a href="#">202</a> . Students who have completed 30 semester hours of undergraduate course work may fulfill the requirement with a 300- or 400-level art history course.
3 hrs social science	3	Complete 3 credit hours of social science with a passing grade from the following areas: psychology, sociology, anthropology, or political science.
6 hrs humanities	6	Complete 6 credit hours of humanities coursework with a passing grade. Courses may be chosen from any of the following areas: history, philosophy, religion, or modern foreign language.

### **General Education II**



REQUIREMENT	HOURS	DESCRIPTION
3 hrs literature survey	3	Complete 3 hours of literature survey chosen from <a href="#">Engl 221</a> , <a href="#">Engl 222</a> , <a href="#">Engl 223</a> , <a href="#">Engl 224</a> , <a href="#">Engl 225</a> , or <a href="#">Engl 226</a> .
3 hrs Non-business electives	3	Student must complete 3 semester hours of non-business elective courses.

**Program Core**

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Accy 201</a>	3	Complete <a href="#">Accy 201</a> with a passing grade.
<a href="#">Accy 202</a>	3	Complete <a href="#">Accy 202</a> with a passing grade.
<a href="#">Econ 202</a> - C min	3	Complete <a href="#">Econ 202</a> with a grade of C or better.
<a href="#">Econ 203</a>	3	Complete <a href="#">Econ 203</a> . A grade of C or better is required for all BBAs except General Business.
<a href="#">Bus 250</a>	3	Complete <a href="#">Bus 250</a> with a passing grade.
<a href="#">Bus 271</a>	3	Complete <a href="#">Bus 271</a> with a passing grade.
<a href="#">Bus 230/Econ 230</a> - C min	3	Complete <a href="#">Bus 230</a> or <a href="#">Econ 230</a> with a grade of C or better.

**Major Requirements**

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Bus 302/Econ 302</a>	3	Complete <a href="#">Bus 302</a> or <a href="#">Econ 302</a> with a passing grade.
<a href="#">Fin 331</a>	3	Complete <a href="#">Fin 331</a> with a passing grade.
<a href="#">IMC 205</a>	3	Complete <a href="#">IMC 205</a> with a passing grade.
<a href="#">Mgmt 371</a> - C min	3	Complete <a href="#">Mgmt 371</a> with a grade of C or better.
<a href="#">Mgmt/Mktg 372</a>	3	Complete <a href="#">Mgmt 372</a> or <a href="#">Mktg 372</a> with a passing grade.
<a href="#">Mgmt 493</a>	3	Complete <a href="#">Mgmt 493</a> with a passing grade.
<a href="#">Mktg 351</a>	3	Complete <a href="#">Mktg 351</a> with a passing grade.
<a href="#">MIS 309</a>	3	Complete <a href="#">MIS 309</a> with a passing grade.
6 hrs major field electives	6	Successfully complete 3 semester hours of marketing electives. Choose from the following courses: <a href="#">Mktg 354</a> , <a href="#">Mktg 356</a> , <a href="#">Mktg 358</a> , <a href="#">Mktg 361</a> , <a href="#">Mktg 458</a> , <a href="#">Mktg 465</a> , or <a href="#">Mktg 488</a> .
3 hrs major field electives	3	Successfully complete 3 semester hours of marketing electives. Choose from the following courses: <a href="#">Mktg 354</a> , <a href="#">Mktg 356</a> , <a href="#">Mktg 358</a> , <a href="#">Mktg 361</a> , <a href="#">Mktg 458</a> , <a href="#">Mktg 465</a> , or <a href="#">Mktg 488</a> .
6 hrs 300+ bus electives	6	Student must complete 3 hours of business electives at the 300 level or higher. Courses can be chosen from the following departments: Business, Accounting, Marketing, Management, MIS, Finance, or Economics.
Overall Major GPA		Please contact your academic advisor for grade point requirements.
Resident Major GPA		Please contact your academic advisor for grade point requirements.

**Major Requirements II**

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Jour 371</a> or <a href="#">571</a>	3	Successfully complete <a href="#">Jour 371</a> or <a href="#">571</a>
<a href="#">Jour 391</a>	3	Successfully complete <a href="#">Jour 391</a>
<a href="#">Jour 492</a>	3	Successfully complete <a href="#">Jour 492</a>
<a href="#">Mktg 353</a> - C min	3	Complete <a href="#">Mktg 353</a> with a grade of C or better.
<a href="#">Mktg 367</a>	3	Complete <a href="#">Mktg 367</a> with a passing grade.
<a href="#">Mktg 451</a>	3	Complete <a href="#">Mktg 451</a> with a passing grade.
<a href="#">Mktg 452</a>	3	Complete <a href="#">Mktg 452</a> with a passing grade.
<a href="#">Mktg 465</a>	3	Complete <a href="#">Mktg 465</a> with a passing grade.
<a href="#">Mktg 525</a>	3	Successfully complete <a href="#">Mktg 525</a>

