

Emphasis - Broadcast Management

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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 or in the undergraduate student services office, Holman 220.

In addition to the above core, the major in marketing communications requires Jour 102, 273, 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 Management Course Requirements

The specialization in public relations and reputation management for the B.B.A. in marketing communications requires the following courses: Jour 271, 379, 391, 491, and 492.

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 Writ 101 or Writ 100 or Hon 101 with a passing grade. |
| First Year Writing II | 3 | Complete one of the following courses with a passing grade: Liba 102 , Writ 102 or Hon 102 . |
| Math 261/267/271 | 3 | Complete one of the following courses with a grade of C or better: Math 261 , Math 267 , or Math 271 . |
| Math 262/268/272 | 3 | Complete one of the following courses with a passing grade: Math 262 , Math 268 , or Math 272 . |
| 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); Liba 130 , 204 , 314 ; Mus 101 , 102 , 103 , 104 , 105 ; Danc 200 ; Thea 201 , 202 . 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 Engl 221 , Engl 222 , Engl 223 , Engl 224 , Engl 225 , or Engl 226 . |



| REQUIREMENT | HOURS | DESCRIPTION |
|------------------------------|-------|--|
| 3 hrs Non-business electives | 3 | Student must complete 3 semester hours of non-business elective courses. |

Program Core

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

Major Requirements

| REQUIREMENT | HOURS | DESCRIPTION |
|----------------------------------|-------|---|
| Bus 302/Econ 302 | 3 | Complete Bus 302 or Econ 302 with a passing grade. |
| Fin 331 | 3 | Complete Fin 331 with a passing grade. |
| IMC 205 | 3 | Complete IMC 205 with a passing grade. |
| Mgmt/Mktg 372 | 3 | Complete Mgmt 372 or Mktg 372 with a passing grade. |
| Mgmt 371 - C min | 3 | Complete Mgmt 371 with a grade of C or better. |
| Mgmt 493 | 3 | Complete Mgmt 493 with a passing grade. |
| MIS 309 | 3 | Complete MIS 309 with a passing grade. |
| Mktg 351 | 3 | Complete Mktg 351 with a passing grade. |
| 6 hrs major field electives | 6 | Successfully complete 3 semester hours of marketing electives. Choose from the following courses: Mktg 354 , Mktg 356 , Mktg 358 , Mktg 361 , Mktg 458 , Mktg 465 , or Mktg 488 . |
| 3 hrs major field electives | 3 | Successfully complete 3 semester hours of marketing electives. Choose from the following courses: Mktg 354 , Mktg 356 , Mktg 358 , Mktg 361 , Mktg 458 , Mktg 465 , or Mktg 488 . |
| 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 |
|---|-------|---|
| Jour 371 or 571 | 3 | Successfully complete Jour 371 or 571 |
| Jour 391 | 3 | Successfully complete Jour 391 |
| Jour 492 | 3 | Successfully complete Jour 492 |
| Mktg 353 - C min | 3 | Complete Mktg 353 with a grade of C or better. |
| Mktg 367 | 3 | Complete Mktg 367 with a passing grade. |
| Mktg 451 | 3 | Complete Mktg 451 with a passing grade. |
| Mktg 452 | 3 | Complete Mktg 452 with a passing grade. |
| Mktg 465 | 3 | Complete Mktg 465 with a passing grade. |
| Mktg 525 | 3 | Successfully complete Mktg 525 |

