

# MARKETING

[Overview](#)[Academics & Admissions](#)[Programs](#)[Courses](#)[Faculty](#)

## Leadership

- [Scott J Vitell](#) - CHAIR OF THE DEPARTMENT OF MARKETING, HOLDER OF THE PHIL B. HARDIN CHAIR OF MARKETING AND PROFESSOR OF MARKETING AND OF PHARMACY ADMINISTRATION

## Contact

Holman Hall  
University, MS 38677

[SVITELL@BUS.OLEMISS.EDU](mailto:SVITELL@BUS.OLEMISS.EDU)<http://www.olemissbusiness.com/marketing/>

## Overview

The School of Business Administration offers Bachelor of Business Administration (B.B.A.) with majors in banking and finance, economics, management, management information systems, managerial finance, marketing, marketing communications, real estate, and risk management and insurance.

At the graduate level, the school offers both a residential and a professional Master of Business Administration (M.B.A.) and a Doctor of Philosophy (Ph.D.) in the emphasis areas of finance, management, marketing, management information systems, and production-operations management.

## Other Information

Ph.D. Curriculum: Each student will be required to complete a varying number of graduate credit hours, beyond the bachelor's degree, at the 600 level. The number of graduate credit hours will be determined by the student's program of study, but the overall course work will be determined by prior undergraduate and/or graduate courses in relationship to their program of study. Moreover, each student must complete at least 12 hours in a major field beyond the master's degree and at least 9 credit hours in an approved minor field(s). A doctoral student must also demonstrate proficiency in research methodology and satisfy the tools requirement of the major field department.

Advisement: Upon admission to the School of Business Administration, the student will be assigned an academic adviser, who, with the departmental chair, will structure the student's program of study. A student should be prepared to declare the course work requirements needed to complete their major and minor fields by the end of the first year of study.

