

B.B.A. in Marketing Communications

[Overview](#)

[Degree Requirements](#)

Description

The marketing communications curriculum allows students to combine basic principles of marketing and communications. Students will develop a foundation in both business analysis 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 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 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.

Specializations

- [Emphasis - Broadcast Management](#)
- [Emphasis - Magazine Publishing](#)
- [Emphasis - Newspaper Management](#)
- [Emphasis - P.R. and Reputation Mgmt](#)

