

# Marketing

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## Undergraduate Studies

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### Academic Regulations

The curriculum of the School of Business Administration consists of a two-year pre-business program, plus a two-year major program wherein a student elects to major in one of nine major areas of concentration. Satisfactory completion of the pre-business curriculum at a grade point of 2.0 or above will enable the student to work toward the B.B.A. degree.

Students wishing to enter the pre-business program must meet all requirements for general admission to the university. Students who score below 20 on the mathematics subscore of the ACT will be required to complete Math 121-College Algebra, or its equivalent, to acquire the minimum level of knowledge, skills, and abilities (KSAs) necessary for successful completion of the business major program.

See the degree requirements under Programs.

### Graduate Studies

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Admission to the Ph.D. program is highly competitive with a limited number of positions available each year. Applications will be ranked by the Admissions Committee, and admission will be awarded to the applicants of the highest rank until all positions are filled.

At the minimum, admission in full standing requires the following: (1) an overall undergraduate GPA of 3.0 or above or a 3.10 GPA on the last 60 credit hours attempted at either the undergraduate and/or graduate level; (2) a minimum score of 550 on the GMAT test or a combined score of 1100 on the quantitative and verbal portions of the GRE, as well as 4.0 on the analytical portion; (3) two letters of recommendation from academic or professional sources; (4) a 600 (paper-based) or 100 (Internet-based) TOEFL score (international applicants only); (5) curriculum vitae (resume) and a brief statement of purpose.

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.

