

B.B.A. in Marketing and Corp. Relations

[Overview](#)

[Degree Requirements](#)

Description

The Marketing and Corporate Relations curriculum allows students to combine basic principles of marketing and corporate relations. Students will develop a foundation in both business analysis and journalism to prepare for careers in corporate relations such as advertising and public relations.

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 and corporate relations include Accy 201, 202 (3,3); Econ 202, 203 (3,3); Bus/Econ 230 (3); Bus 271 (3); Bus 250 (3); English literature (3); 300 level or above business electives (3,3); nonbusiness elective (3); Fin 331 (3); Bus/Econ 302 (3); Mktg 372 (3); Mktg 351 (3); Mgmt 371 (3); MIS 309 (3); Mgmt 493 (3).

In addition to the above core, the major in marketing and corporate relations requires IMC 205 (3), Jour 371 (3); Jour 391 (3), and Jour 491 or Jour 492 (3); Mktg 353 (3), Mktg 367 (3), Mktg 451 (3), Mktg 452 (3), Mktg 465 (3); Mktg 525 (3); 300 or above Mktg electives (3,3).

Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when business students may enroll in specialty major coursework. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

