

B.B.A. in Marketing

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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 curriculum provides instruction in basic principles, major functions, and principal institutions of marketing. It emphasizes skills needed in advertising, retailing, sales management, marketing research, product management, distribution management, and related areas.

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 include the B.B.A. core: Accy 201, 202 (3, 3); Econ 202, 203 (3, 3); Bus 230, Bus 271, Bus 250, Bus 302; nonbusiness electives (12); Mktg 351; Fin 331; Mgmt 371, Mktg 372, Mgmt 493; MIS 309; 300-level business elective (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 B.B.A. core, the major in marketing requires 24 semester hours beyond the Principles of Marketing (Mktg 351) course and must include the following courses: Mktg 367, 451, 452, and 525, as well as any additional 12 hours from the following courses: Mktg 353, 354, 356, 358, 361, 458, 462, 465, 488, 494, 495, or 465.

Other Academic Requirements

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

