

Emphasis - Digital Marketing Strategy

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B.B.A. in Marketing 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 first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for the major in marketing include the B.B.A. core: Accy 201, 202 (3, 3); Bus 230; Bus 271; Bus 250; Bus 302; Mktg 351; Fin 331; Mgmt 371; Mktg 372; Mgmt 493; MIS 309; 300-level business elective (6); and 300-level business/nonbusiness elective (3).

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, 525, and 12 hours from an emphasis in digital marketing, global supply chain management, marketing analytics, or sales. If students choose not to pursue an emphasis, they may take 12 hours of any 300-level or above Mktg course not already required for the major. With department chair approval, a maximum of 3 credit hours of Mktg 395 may be used toward any of the specific emphasis areas listed below.

Digital marketing emphasis courses:

Mktg 353, Mktg 370, Mktg 371, and Mktg 465

Global supply chain management emphasis courses:

Mktg 361, Mktg 462, Mktg 475, Mktg 477, or Mktg 488

Marketing analytics emphasis courses:

Mktg 475, Mktg 488, Mktg 496, and one of the following: Mktg 360 or Mktg 371

Sales emphasis courses: Mktg 354, Mktg 458, and two courses from the

following: Mktg 357, Mktg 358, Mktg 488, or Bus 322

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.

Emphasis - Digital Marketing Strategy Description

This emphasis focuses on developing digital skills for one of the most in-demand areas of marketing. These skills include search engine optimization, digital marketing analytics, social media management, content strategy/management, brand engagement, and consumer/behavioral analytics.

Course Requirements

For the emphasis in digital marketing strategy, a student must complete 12 hours of coursework including Mktg 353, Mktg 370, Mktg 371, and Mktg 465.

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

B.B.A. in Marketing

General Education

| REQUIREMENT | HOURS | DESCRIPTION |
|---|-------|---|
| First Year Writing I | 3 | Complete Writ 101 or Writ 100 or Hon 101 with a passing grade. |
| First Year Writing II | 3 | Complete one of the following courses with a passing grade: Liba 102 , Writ 102 or Hon 102 . |
| Math 121 , 125 , or 167 | 3 | Complete one of the following courses with a grade of C or better: Math 121 , Math 125 , or Math 167 . |
| Math 261/267/271 | 3 | Complete one of the following courses with a grade of C or better: Math 261 , Math 267 , or Math 271 . |
| 6-8 hrs science | 6 | Complete 6-8 hours of natural science courses and labs with a passing grade from the following areas: biology, chemistry, geology, physics, or astronomy. |
| 2 science labs | 2 | Complete at least two science laboratory courses with a passing grade. Courses may be chosen from the departments of Biology, Chemistry and Biochemistry, Geology and Geological Engineering, or Physics and Astronomy. |



| REQUIREMENT | HOURS | DESCRIPTION |
|---|-------|--|
| 3 hrs fine & perform arts | 3 | The course may be chosen from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Courses that satisfy this requirement are any Art History (AH); Liba 130, 204, 314 ; Mus 101, 102, 103, 104, 105 ; Danc 200 ; Thea 201, 202 . Students who have completed 30 semester hours of undergraduate course work may fulfill the requirement with a 300- or 400-level art history course. |
| 6 hrs Soc Sci/ Econ 202 & 203 | 6 | Students pursuing a B.B.A. will fulfill the social science requirement by taking Econ 202 and Econ 203 . Econ 202 must be completed with a grade of C or better to move on to Econ 203 . |
| 3 hrs humanities | 3 | The course may be chosen from any classical civilization (Clc); history (Hst); philosophy (Phil); religion (Rel); or one of the following specific courses: environmental studies (Envs 101); Liba 202, 312 ; Rhet 201 ; African American studies (AAS 201, 202); gender studies (G St 201, 202); literature (Eng 103, 220-226); Southern studies at the 100 level only (S St), or Hon 101, 102 (if not being used to fulfill composition requirements). |
| 3 hrs fine arts/humanities | 3 | Complete 3 hours in the area of fine/performing arts or humanities listed above. |

Program Core

| REQUIREMENT | HOURS | DESCRIPTION |
|--|-------|---|
| Accy 201 | 3 | Complete Accy 201 with a passing grade. |
| Accy 202 | 3 | Complete Accy 202 with a passing grade. |
| Bus 230/Econ 230 - C min | 3 | Complete Bus 230 or Econ 230 with a grade of C or better. |
| Bus 250 | 3 | Complete Bus 250 with a passing grade. |
| Bus 271 | 3 | Complete Bus 271 with a passing grade. |

Major Requirements

| REQUIREMENT | HOURS | DESCRIPTION |
|-----------------------------------|-------|--|
| Bus 302/ Econ 302 | 3 | Successfully complete Bus 302 or Econ 302 with a passing grade. |
| Mktg 351 | 3 | Complete Mktg 351 with a passing grade. |
| Fin 331 | 3 | Complete Fin 331 with a passing grade. |
| Mgmt 371 - C min | 3 | Complete Mgmt 371 with a grade of C or better. |
| Mktg 372 | 3 | Successfully complete Mktg 372 |
| Mgmt 493 | 3 | Complete Mgmt 493 with a passing grade. |
| MIS 309 | 3 | Complete MIS 309 with a passing grade. |
| 6 hrs 300+ bus electives | 6 | Student must complete 6 hours of business electives at the 300 level or higher. Courses can be chosen from the following departments: Business, Accounting, Marketing, Management, MIS, Finance, or Economics. |
| 3 hrs 300+ elective | 3 | Student must complete 3 hours of business/non-business electives at the 300 level or higher. |
| Overall Major GPA | | Please contact your academic advisor for grade point requirements. |
| Resident Major GPA | | Please contact your academic advisor for grade point requirements. |

Major Requirements II

| REQUIREMENT | HOURS | DESCRIPTION |
|--------------------------|-------|---|
| Mktg 367 | 3 | Complete Mktg 367 with a passing grade. |
| Mktg 451 | 3 | Complete Mktg 451 with a passing grade. |
| Mktg 452 | 3 | Successfully complete Mktg 452 |
| Mktg 525 | 3 | Complete Mktg 525 with a passing grade. |

Emphasis - Digital Marketing Strategy

| REQUIREMENT | HOURS | DESCRIPTION |
|--------------------------|-------|--|
| Mktg 353 | 3 | Successfully complete Mktg 353 with a passing grade. |
| Mktg 370 | 3 | Successfully complete Mktg 370 with a passing grade. |
| Mktg 371 | 3 | Successfully complete Mktg 371 with a passing grade. |



| REQUIREMENT | HOURS | DESCRIPTION |
|--------------------------|-------|--|
| Mktg 465 | 3 | Successfully complete Mktg 465 with a passing grade. |

