

B.B.A. in Marketing

[Overview](#)

[Degree Requirements](#)

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.
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.



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

Emphasis - Sales

REQUIREMENT	HOURS	DESCRIPTION
Mktg 354	3	Successfully complete Mktg 354 with a passing grade.
Mktg 458	3	Successfully complete Mktg 458 with a passing grade.
6 hrs from Mktg 357, 358, 488 or Bus 322	6	Successfully complete 6 hrs of coursework from the following: Mktg 357 , 358 , 488 , or Bus 322 with a passing grade.

Emphasis - Global Supply Chain Mgmt.

REQUIREMENT	HOURS	DESCRIPTION
12 hrs Glob Sup Chain Mgmt Courses	12	Successfully complete 12 hrs of coursework from the following: Mktg 361 , Mktg 462 , Mktg 475 , Mktg 477 , or Mktg 488 with a passing grade.

Standard Option

REQUIREMENT	HOURS	DESCRIPTION
12 hrs major field electives	12	Successfully complete 12 hours of marketing elective coursework chosen from ANY 300 -level or above marketing course with a passing grade.

Emphasis - Marketing Analytics

REQUIREMENT	HOURS	DESCRIPTION
Mktg 475	3	Successfully complete Mktg 475 .
Mktg 488	3	Successfully complete Mktg 488 with a passing grade.
Mktg 496	3	Successfully complete Mktg 496 with a passing grade.
Mktg 360 or 371	3	Successfully complete Mktg 360 or 371 with a passing grade.

