

# B.B.A. in Marketing and Commun. Strategy

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## 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.

### General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Complete <a href="#">Writ 101</a> or <a href="#">Writ 100</a> or <a href="#">Hon 101</a> with a passing grade.
First Year Writing II	3	Complete one of the following courses with a passing grade: <a href="#">Liba 102</a> , <a href="#">Writ 102</a> or <a href="#">Hon 102</a> .
<a href="#">Math 121</a> , <a href="#">125</a> , or <a href="#">167</a>	3	Complete one of the following courses with a grade of C or better: <a href="#">Math 121</a> , <a href="#">Math 125</a> , or <a href="#">Math 167</a> .
<a href="#">Math 261</a> /267/271	3	Complete one of the following courses with a grade of C or better: <a href="#">Math 261</a> , <a href="#">Math 267</a> , or <a href="#">Math 271</a> .
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); <a href="#">Liba 130</a> , <a href="#">204</a> , <a href="#">314</a> ; <a href="#">Mus 101</a> , <a href="#">102</a> , <a href="#">103</a> , <a href="#">104</a> , <a href="#">105</a> ; <a href="#">Danc 200</a> ; <a href="#">Thea 201</a> , <a href="#">202</a> . 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/ <a href="#">Econ 202</a> & 203	6	Students pursuing a B.B.A. will fulfill the social science requirement by taking <a href="#">Econ 202</a> and <a href="#">Econ 203</a> . <a href="#">Econ 202</a> must be completed with a grade of C or better to move on to <a href="#">Econ 203</a> .
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 ( <a href="#">Envys 101</a> ); <a href="#">Liba 202</a> , <a href="#">312</a> ; <a href="#">Rhet 201</a> ; African American studies ( <a href="#">AAS 201</a> , <a href="#">202</a> ); gender studies ( <a href="#">G St 201</a> , <a href="#">202</a> ); literature ( <a href="#">Eng 103</a> , <a href="#">220-226</a> ); Southern studies at the 100 level only (S St), or <a href="#">Hon 101</a> , <a href="#">102</a> (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
<a href="#">Accy 201</a>	3	Complete <a href="#">Accy 201</a> with a passing grade.
<a href="#">Accy 202</a>	3	Complete <a href="#">Accy 202</a> with a passing grade.
<a href="#">Bus 250</a>	3	Complete <a href="#">Bus 250</a> with a passing grade.
<a href="#">Bus 230</a> / <a href="#">Econ 230</a> - C min	3	Complete <a href="#">Bus 230</a> or <a href="#">Econ 230</a> with a grade of C or better.
<a href="#">Bus 271</a>	3	Complete <a href="#">Bus 271</a> with a passing grade.

### Major Requirements

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Bus 302</a> / <a href="#">Econ 302</a>	3	Complete <a href="#">Bus 302</a> or <a href="#">Econ 302</a> with a passing grade.
<a href="#">Fin 331</a>	3	Complete <a href="#">Fin 331</a> with a passing grade.
Mgmt/ <a href="#">Mktg 372</a>	3	Complete <a href="#">Mgmt 372</a> or <a href="#">Mktg 372</a> with a passing grade.
<a href="#">Mgmt 371</a> - C min	3	Complete <a href="#">Mgmt 371</a> with a grade of C or better.
<a href="#">Mgmt 493</a>	3	Complete <a href="#">Mgmt 493</a> with a passing grade.
<a href="#">BAIS 309</a>	3	Complete <a href="#">BAIS 309</a> with a passing grade.
<a href="#">Mktg 351</a>	3	Complete <a href="#">Mktg 351</a> with a passing grade.
6 hrs 300+ bus electives	6	Student must complete 3 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.

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at [www.sacscoc.org](http://www.sacscoc.org) for questions about the accreditation.



REQUIREMENT	HOURS	DESCRIPTION
3 hrs 300+ bus/nonbus elective	3	Complete 3 additional hours with a passing grade.
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
3 hrs 100-level Mktg	3	Complete 3 hrs of 100 level Marketing with a passing grade.
<a href="#">Bus 322</a>	3	Complete <a href="#">Bus 322</a> with a passing grade.
<a href="#">Mktg 353</a> - C min	3	Complete <a href="#">Mktg 353</a> with a grade of C or better.
<a href="#">Mktg 357</a> or <a href="#">Mktg 495</a>	3	Complete <a href="#">Mktg 357</a> or <a href="#">Mktg 495</a> with a passing grade.
<a href="#">Mktg 367</a>	3	Complete <a href="#">Mktg 367</a> with a passing grade.
<a href="#">Mktg 370</a> or <a href="#">371</a>	3	Complete <a href="#">Mktg 370</a> or <a href="#">371</a> with a passing grade.
<a href="#">Mktg 451</a>	3	Complete <a href="#">Mktg 451</a> with a passing grade.
<a href="#">Mktg 465</a>	3	Complete <a href="#">Mktg 465</a> with a passing grade.
3 hrs Marketing 300+	3	Complete an add'l 3 hrs of Marketing at the 300+ level with a passing grade.

