

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 261/267/271 | 3 | Complete one of the following courses with a grade of C or better: Math 261 , Math 267 , or Math 271 . |
| Math 262/268/272 | 3 | Complete one of the following courses with a passing grade: Math 262 , Math 268 , or Math 272 . |
| 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. |
| 3 hrs social science | 3 | Complete 3 credit hours of social science with a passing grade from the following areas: psychology, sociology, anthropology, or political science. |
| 6 hrs humanities | 6 | Complete 6 credit hours of humanities coursework with a passing grade. Courses may be chosen from any of the following areas: history, philosophy, religion, or modern foreign language. |

General Education II

| REQUIREMENT | HOURS | DESCRIPTION |
|-------------------------|-------|--|
| 3 hrs literature survey | 3 | Complete 3 hours of literature survey chosen from Engl 221 , Engl 222 , Engl 223 , Engl 224 , Engl 225 , or Engl 226 . |

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. |
| Econ 202 - C min | 3 | Complete Econ 202 with a grade of C or better. |
| Econ 203 | 3 | Complete Econ 203 . A grade of C or better is required for all BBAs except General Business. |
| 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 |



| REQUIREMENT | HOURS | DESCRIPTION |
|--------------------------|-------|--|
| Mgmt 493 | 3 | Complete Mgmt 493 with a passing grade. |
| BAIS 309 | 3 | Complete BAIS 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. |
| Ent 386 | 3 | Successfully complete Ent 386 with a passing grade. |
| Ent 387 | 3 | Successfully complete Ent 387 with a passing grade. |
| 3 hrs of Gen Mktg Courses | 3 | Successfully complete 3 hrs of General Marketing coursework from the following: Mktg 353 , 354 , 356 , 358 , 361 , 458 , 462 , 465 , 475 , 477 , 488 , 494 , 495 , and 496 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 the following: Mktg 353 , Mktg 354 , Mktg 358 , Mktg 361 , Mktg 458 , Mktg 462 , Mktg 488 , Mktg 494 , Mktg 495 , Mktg 496 , or Mktg 565 with a passing grade. |

