



Fall 2023 through Summer 2024	<h2 style="margin: 0;">B.B.A. Marketing</h2> <p style="margin: 0;">With optional emphasis areas in Digital Marketing, Marketing Analytics, Professional Sales, and Global Supply Chain Management</p>	MINIMUM TOTAL CREDIT HOURS: 120
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GENERAL EDUCATION REQUIREMENTS (approximately 33-35 hours)	MAJOR REQUIREMENTS – 24 hours	B.B.A. CORE REQUIREMENTS – 45 hours
First Year Writing I (3 hours)	<p>Mktg 367- Consumer Behavior (3 hours)</p> <p>Mktg 451- Marketing Policy and Strategy (3 hours)</p> <p>Mktg 354- Professional Selling and Relationship Marketing (3 hours)</p> <p>Mktg 525- Marketing Research (3 hours)</p> <p>Marketing Major Electives- any 300 level or above Mktg courses not already required for the major (12 hours) *</p> <p>* Students may elect to pursue an emphasis area in Digital Marketing, Marketing Analytics, Professional Sales, or Global Supply Chain Management within this 12 hour requirement.</p>	<p>Accy 201- Accounting I (3 hours)</p> <p>Accy 202- Accounting II (3 hours)</p> <p>Bus 250- Legal Environment of Business (3 hours)</p> <p>Bus 271- Business Communication (3 hours)</p> <p>Bus/Econ 230- Economic Statistics I (3 hours)</p> <p>Mktg 351- Principles of Marketing (3 hours)</p> <p>Fin 331- Principles of Finance (3 hours)</p> <p>Mgmt 371- Principles of Management (3 hours)</p> <p>Econ/Bus 302- Economic Statistics II (3 hours)</p> <p>Mktg 372- Intro to Operations and Supply Chain Management (3 hours)</p> <p>Mis 309- Management Information Systems (3 hours)</p> <p>Mgmt 493- Management of Strategic Planning (3 hours)</p> <p>300+ elective- all 300 level or above graded courses, exclusions apply (3 hours)</p> <p>300+ Business elective- all 300 level or above 3 hour graded Accy, Bus, Econ, Ent, Fin, Mgmt, Mis, or Mktg courses, excludes all GB courses and Accy 300. (6 hours)</p>
Hon 101, Writ 100 or Writ 101		
First Year Writing II (3 hours)		
Hon 102, Liba 102, Writ 102		
Humanities (3 hours)		
Any classical civilization (Clc); history (Hst); philosophy (Phil); religion (Rel); or one of the following specific courses: environmental studies (Envs 101); Liba 202, 312; 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).		
Fine Arts (3 hours)		
Any Art History; Music; Theatre; Danc 200; or Liba Any Art History (AH); Liba 130, 204, 314; Mus 101, 102, 103, 104, 105; Danc 200; Thea 201, 202		
Humanities or Fine Arts (3 hours)		
Choose one from humanities or fine arts section.		
Mathematics (6 hours)		
3 hours chosen from Math 121, Math 125, or Math 167 (Math 167- Business Mathematics preferred) and 3 hours chosen from Math 261, Math 267, or Math 271 (Math 267- Business Calculus 1 preferred)		
Social Sciences (6 hours)		
Econ 202- Principles of Microeconomics (3 hours) Econ 203- Principles of Macroeconomics (3 hours)		
Natural Science (6-8 hours)		
Any Biology; Chemistry (not Chem 101); Geology; Liba 150, 151, 205, 205L; Astronomy or Physics. Courses must include lab.		
		ELECTIVES
		Electives to bring the total minimum number of hours to 120.

SAMPLE DEGREE MAP
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (EFFECTIVE 2023 - 120 CREDIT HOURS)

YEAR	FIRST SEMESTER	HOURS	SECOND SEMESTER	HOURS
FRESHMAN	First Year Writing I	3	First Year Writing II	3
	Humanities	3	Humanities or Fine Arts	3
	Math 167- Business Mathematics	3	Math 267- Business Calculus I	3
	Elective	3	Fine Arts	3
	Natural Science	3-4	Natural Science	3-4
	TOTAL CREDIT HOURS	15-16	TOTAL CREDIT HOURS	15-16
SOPHOMORE	Accy 201- Accounting I	3	Accy 202- Accounting II	3
	Econ 202- Principles of Microeconomics	3	Econ 203- Principles of Macroeconomics	3
	Bus 250- Legal Environment of Business	3	Bus 271- Business Communication	3
	Econ 230- Economic Statistics I	3	Elective	3
	Elective	3	Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
JUNIOR	Mktg 351- Principles of Marketing	3	Econ 302- Economic Statistics II	3
	Mgmt 371- Principles of Management	3	Mis 309- Management Information Systems	3
	Fin 331- Principles of Finance	3	Mktg 367- Consumer and Market Behavior	3
	Mktg 372- Intro to Oper. & Supply Chain	3	Mktg 354- Prof. Selling & Relationship Mktg	3
	Elective	3	Marketing Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SENIOR	Marketing Elective	3	Mktg 451- Marketing Policy and Strategy	3
	Marketing Elective	3	Marketing Elective	3
	Mktg 525- Marketing Research	3	Elective	3
	300+ Elective	3	Mgmt 493- Management of Strat. Planning	3
	300+ Business Elective	3	300+ Business Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

INFORMATION CONCERNING SCHOOL OF BUSINESS REQUIREMENTS:

- An overall 2.0 GPA or higher is required on all coursework applied toward the major and minor (if pursuing).
- An overall 2.0 GPA or higher is required in all business, accounting, and economics courses applied toward the B.B.A.
- An overall 2.0 GPA or higher is required for courses applied toward the degree.
- Refer to the School of Business Academics and Admissions section in the catalog for all rules associated with the B.B.A. degree, such as residency requirements.

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

- An overall 2.0 GPA or higher is required on all work attempted at UM, all college work attempted at any institution of higher learning (UM and transfer work), and all coursework submitted toward the degree.
- At least 25% of the hours required for an undergraduate degree must be taken in residence, with at least 12 of the last 21 credit hours completed at UM.
- In addition, at least 30 semester hours of residence credit must be taken in the school or college recommending the degree.
- The limit on the acceptance of credit from a junior or community college is one-half the total requirements for a degree.

Refer to the Undergraduate Academic Regulations section in the catalog for all university degree requirements.