



2+2

CURRICULUM FOR THE

Bachelor of Business Administration Emphasis in MARKETING

2017-2018

This curriculum reflects course suggestions to fulfill requirements for the Bachelor of Business Administration degree at UM-Booneville. Degree and admission requirements are subject to change. This curriculum may not reflect the requirements of Associate of Arts programs at NEMCC. Consult your academic advisor for Associate's degree requirements.

Freshman and Sophomore courses available from Northeast Mississippi Community College

CORE CURRICULUM- 62 hours

English- 9 hours

____, ____ ENG 1113, 1123 *English Composition I, II*
____ Choose one literature

Calculus for Business, Economics, and Accountancy- 6 hours

____, ____ MAT 1513, 1523 *Business Calculus I, II*
"C" or higher in MAT 1513 *Business Calculus I*

Humanities- 6 hours

____, ____ Choose any two courses in HIS, PHI, Old/New Testament or 2 semesters of one foreign language.

Lab Science- 8 hours

____, ____ Choose any two natural sciences with labs (*except BIO 1613 Nutrition*)

Social/ Behavioral Science- 3 hours

____ Choose any course in GEO, PSC, PSY, or SOC.
**Some SOC courses transfer into UM as 300- level and will not satisfy these requirements.*

Fine Arts- 3 hours

____ Choose any 3- hour Art, Music, or Theatre course.

OLE MISS
Pre- Transfer Advising Day
Feb. 20, 2018 (11-2pm or 4-6pm)
Black & Gold Room on 1st floor
in the NEMCC Union

****PLEASE READ- VERY IMPORTANT****

All students transferring to UM will initially be General Business majors. To declare a specialty major you will need to have a 2.25 GPA or higher on all of the courses listed above, **Principles of Accounting I** (ACC 1213), **Microeconomics** (ECO 2123), AND **Business Communication** (BOA 2613) **OR** **Legal Environment of Business** (BAD 2413). Students who do not meet this requirement will remain in General Business.

Accounting Principles- 6 hours

____, ____ ACC 1213, 1223 *Principles of Accounting I, II* ("B" or higher required for both courses.)

Economics- 9 hours

____, ____ ECO 2113, 2123 *Macroeconomics and Microeconomics*
____ Economic/ Business Statistics I - BAD 2323 *Business Statistics*
"C" or higher required in Principles of Economics I, II and Business Statistics

Business Communication- 3 hours

____ BOA 2613 *Business Communication*

Legal Environment of Business- 3 hours

____ BAD 2413 *Legal Environment of Business*

Non-business Elective or Minor course- 6 hours

____, ____ Courses to fulfill this requirement include (but are not limited to) Public Speaking, College Algebra, Introduction to Computer Concepts, or a second literature.

***A minor may be completed but is not required. Consult the business advisor for minors available to business majors.**

The University of Mississippi- Booneville/ Tupelo

Junior and Senior Courses

PROFESSIONAL CORE- Bachelor of Business Administration- MARKETING

Required Marketing courses- 15 hours

- _____ MKTG 351 Marketing Principles
- _____ MKTG 367 Consumer and Market Behavior
- _____ MKTG 372 Intro to Operations and Supply Chain Management
- _____ MKTG 451 Marketing Policy and Strategy
- _____ MKTG 452 Global Marketing
- _____ MKTG 525 Marketing Research

Management – 6 hours

- _____ MGMT 371 *Principles of Management*
- _____ MGMT 493 *Management of Strategic Planning*

Economics – 3 hours

- _____ ECON 302 *Economic Statistics II*

Finance – 3 hours

- _____ FIN 331 *Business Finance I*

Management Information Systems- 3 hours

- _____ MIS 309 *Information Technology*

Non-business Elective or Minor courses (may be 100-level and above)- 6 hours

- _____, _____ Choose any course or minor offered at UM-Booneville/Tupelo or through UM-online.
*A minor may be completed but is not required. Consult the School of business for minors available to Business majors.

Business or Non-business Elective (300-level and above)- 3 hours

- _____ Choose any business or non-business course offered at UM-Booneville/Tupelo.

Business Elective- (300-level and above)- 6 hours

- _____, _____ Choose any two business courses offered at UM-Booneville/Tupelo.

Major Field Electives- 12 hours (Choose from the list below)

See School of Business advisor for additional courses and changes.

- _____ MKTG 353 Advertising and Promotion
- _____ MKTG 354 Professional Selling and Relationship Marketing
- _____ MKTG 356 Legal, Social, and Ethical Issues in Marketing
- _____ MKTG 358 Services Marketing
- _____ MKTG 361 Introduction to Retailing
- _____ MKTG 458 Sales Management
- _____ MKTG 462 Distribution and Logistics Management
- _____ MKTG 465 Advanced Campaign Planning
- _____ MKTG 488 Retail Strategy

****A maximum of 62 hours of community college credit may be applied toward a Bachelor of Business Administration degree at The University of Mississippi.****

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****IMPORTANT NOTES****

Please note that the courses that transfer over as a 300 level will not be accepted into this program of study. Some examples include but are not limited to: Old Testament Survey, New Testament Survey, Nutrition, etc. Please see transfer equivalency database for more information.

Students must have a 2.0 Business and Accy GPA.

Students must have a 2.0 in the Major courses.

Students must have a transfer GPA of 2.0.

Students must have a resident GPA of 2.0.

Students must have an overall GPA 2.0.

07/13/2016