**CORE CURRICULUM** - 59 hours

### English - 6 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, or two semesters of one foreign language.

### Natural Science with Lab - 8 hours
- Choose any two natural sciences with labs (except BIO 1613 Nutrition)

### Behavioral Science - 3 hours
- Choose any course in GEO, PSC, PSY, or SOC.

### 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 Principles of Economics I, II
  - Economic 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

### Fine Arts - 3 hours
- Choose any 3-hour Art, Music, or Theatre course.

### Non-business Elective or Minor courses - 6 hours
- Courses to fulfill this requirement include (but not limited to) Oral Communication, College Algebra, Introduction to Computer Concepts, or a second literature.

*A minor may be completed but is not required. Consult the School of Business 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 451 Marketing Policy and Strategy
- MKTG 452 Global Marketing
- MKTG 525 Marketing Research

**Management – 9 hours**

- MGMT 371 Principles of Management
- MKTG 372 Introduction to Operations and Supply Chain 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 Elective- 12 hours**

- Choose any four courses from the list below.

**Major Field Electives (300-level and above)**

- 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 488 Retail Strategy
- MKTG 465 Advanced Campaign Planning

**09/23/2015**

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