



Northwest Mississippi  
Community College



The University of Mississippi  
A Great American Public University

## The University of Mississippi Fall 2009 Catalog Information

# CURRICULUM FOR THE BACHELOR OF BUSINESS ADMINISTRATION – MARKETING 2009 - 2010

### Freshman and Sophomore Courses Available from Northwest Mississippi Community College - DeSoto Center

This curriculum is offered for the student working toward an Associate of Arts degree from Northwest Mississippi Community College who intends to continue studies toward the Bachelor of Business Administration with The University of Mississippi.

English Composition- ENGL 101/102 <i>Northwest- ENG 1113 and ENG 1123</i>	6 hours
Humanities- History, or Philosophy, or Modern Foreign Language <i>Northwest- HIS 1113, HIS 1123, HIS 2213, HIS 2223 PHI 1113, PHI 1133, PHI 2113, PHI 2143, PHI 2713 MFL 1213, MFL 1223, MFL 2213, MFL 2223</i>	6 hours
Calculus for Business, Economics, and Accountancy I- Math 267 <i>Northwest- MAT 1513</i>	3 hours
Calculus for Business, Economics, and Accountancy II- Math 268 <i>Northwest- MAT 1523</i>	3 hours
Lab Sciences (select from Biology, Chemistry, Geology or Physics) with labs <i>Northwest- BIO 1113 &amp; 1111, BIO 1123 &amp; 1121, BIO 1133 &amp; 1131, BIO 1143 &amp; 1141, BIO 1213 &amp; BIO 1211, BIO 1513 &amp; 1511, BIO 1523 &amp; 1521, BIO 2424 &amp; 2420, BIO 2924 &amp; 2920, CHE 1213 &amp; 1211, CHE 1223 &amp; 1221, CHE 1313 &amp; 1311, PHY 2242 &amp; 2241 or PHY 2243 &amp; 2241, PHY 2252 &amp; 2251 or PHY 2253 &amp; 2251</i>	6-8 hours

## **Business Curriculum--Marketing**

Behavioral or Social Science- Psychology, Sociology, Anthropology, or Political Science <i>Northwest - PSY 1513, PSY 1523, SOC 2113, SOC 2123, PSC 1113</i>	3 hours
Fine Arts <i>Northwest- ART 1113, MUS 1113, SPT 1213, SPT 2233</i>	3 hours
Literature <i>Northwest- ENG 2323, ENG 2333, ENG 2223, ENG 2233</i>	3 hours
Introduction to Accounting Principles I- ACCY 201 <i>Northwest- ACC 1213</i>	3 hours
Introduction to Accounting Principles II- ACCY 202 <i>Northwest- ACC 1223</i>	3 hours
Principles of Microeconomics- ECON 202 <i>Northwest- ECO 2123</i>	3 hours
Principles of Macroeconomics- ECON 203 <i>Northwest- ECO 2113</i>	3 hours
Legal Environment of Business -BUS 250 <i>Northwest- BAD 2413</i>	3 hours
Business Communication- BUS 271 <i>Northwest- BOA 2613</i>	3 hours
Economic Statistics I- ECON 230 / BUS 230 <i>Northwest- BAD 2323</i>	3 hours
Nonbusiness Options <i>Northwest- *ENG 2323, ENG 2333, ENG 2223, ENG 2233</i> <i>**MAT 1313</i> <i>***SPT 1113</i>	6 hours

**\*A second literature is required for Northwest Mississippi Community College graduation.**

**\*\*College Algebra with a grade of “C” or better is a prerequisite for Business Calculus I for Northwest Mississippi Community College and for The University of Mississippi.**

**\*\*\*Public Speaking is required for Northwest Mississippi Community College graduation.**

**\*\*\*\*CSC 1113 Computer Concepts is required for Northwest Mississippi Community College graduation but is not required for this degree. Students, however, must have up-to-date computer skills and knowledge before taking MIS 309.**

*A maximum of 60 hours of community college credit may be applied toward a Bachelor of Business Administration degree at The University of Mississippi.*



## *The University of Mississippi-DeSoto Center*



### **Junior and Senior Courses Available from The University of Mississippi-DeSoto Center**

#### **Bachelor of Business Administration in Marketing**

*A minimum grade of C is required in any MKTG course that is a prerequisite for advanced MKTG courses. A Marketing degree requires successful completion of a minimum of 120 semester hours.*

#### **JUNIOR YEAR**

<b>First Semester</b>	<b>Credit Hours</b>	<b>Second Semester</b>	<b>Credit Hours</b>
BUS 302 Economic Statistics II	3	MKTG 367 Consumer and Market Behavior	3
MKTG 351 Marketing Principles	3	MGMT 372 Production and Delivery	3
MIS 309 Information Technology	3	FIN 331 Business Finance I	3
MGMT 371 Principles of Management	3	Marketing Elective*	3
Nonbusiness elective or minor course	3	Marketing Elective*	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

#### **SENIOR YEAR**

<b>First Semester</b>	<b>Credit Hours</b>	<b>Second Semester</b>	<b>Credit Hours</b>
MKTG 525 Marketing Research	3	MGMT 493 Management of Strategic Planning	3
Marketing Elective*	3	MKTG 551 Marketing Policy and Strategy	3
Business or Nonbusiness elective 300 or above	3	MKTG 552 Global Marketing	3
Nonbusiness Elective or Minor course	3	Marketing Elective*	3
Business elective 300 or above	3	Business elective 300 or above	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

\*Choose from 300, 400, or 500 level Marketing courses. See next page.

## Required Marketing Courses

- X **MKTG 351 Marketing Principles**  
*Students must achieve a C or better in MKTG 351 to progress in the Marketing major*
- X **MKTG 367 Consumer Behavior**  
*Prerequisite: MKTG 351*
- X **MKTG 525 Marketing Research**  
*Prerequisites: BUS 230, BUS 302, MIS 309, and MKTG 351 or equivalent courses;  
Senior standing or higher*
- X **MKTG 551 Marketing Policy and Strategy**  
*Prerequisites: Senior standing; 15 hours of marketing courses, to include 351 and 367*
- X **MKTG 552 Global Marketing**  
*Prerequisites: MKTG 351; senior standing or higher*

## Plus an additional 12 hours from the following:

- X **MKTG 353 Advertising and Promotion (3)**  
*Prerequisite: MKTG 351*
- X **MKTG 354 Professional Selling & Relationship Marketing (3)**  
*Prerequisite: MKTG 351*
- X **MKTG 356 Legal, Social & Ethical Issues in Marketing (3)**  
*Prerequisite: MKTG 351*
- X **MKTG 458 Sales Management (3)**  
*Prerequisite: MKTG 351*
- X **MKTG 462 Distribution and Logistics Management (3)**  
*Prerequisites: MKTG 351, BUS 230, senior standing*
- X **MKTG 488 Retail Strategy (formerly MKTG 361 Introduction to Retailing) (3)**  
*Prerequisite: MKTG 351, junior or senior standing*
- X **MKTG 565 Advanced Campaign Planning (3) (Oxford Campus)**  
*Prerequisites: MKTG 351, 353; senior standing or higher*