



The University of Mississippi
A Great American Public University

The University of Mississippi Fall 2018 Catalog Information

CURRICULUM FOR THE
**BACHELOR OF BUSINESS ADMINISTRATION
MARKETING**
2018-2019

Freshman and Sophomore Courses Available from Itawamba Community College

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

CORE CURRICULUM – 62 hours

English – 9 hours

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

Humanities – 6 hours

_____, _____ *Choose any two courses in HIS, PHI, or MFL.*

Calculus for Business, Economics, and Accountancy – 6 hours

_____, _____ MAT 1513, 1523 *Business Calculus I, II*
“C” or higher required for MAT 1513 Business Calculus I

Lab Sciences – 8 hours

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

Social/Behavioral Science – 3 hours

_____ *Choose any course in PSY, PSC, or SOC.*

See Back For More Requirements>>>>>>>

Freshman- and Sophomore-level Business Core Courses available from ICC, continued

Fine Arts – 3 hours

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

Accounting Principles – 6 hours

_____, _____ ACC 1213, 1223 *Principles of Accounting I, II*

CORE CURRICULUM (contd.)

Economics – 6 hours

_____, _____ ECO 2113, 2123 *Principles of Economics I, II*
“C” or higher required for both courses

Legal Environment of Business – 3 hours

_____ BAD 2413 *Legal Environment of Business*

Business Communication – 3 hours

_____ BOA 2613 *Business Communication*

Statistics – 3 hours

_____ BAD 2323 *Business Statistics*
“C” or higher required for statistics course

Non-business Elective or Minor courses – 6 hours

A minor may be completed but is not required. Consult the School of Business for minors available to Business majors.

_____, _____ Courses to fulfill this requirement include (but are not limited to) *Oral Communication, College Algebra, Introduction to Computer Concepts, or a second literature.*

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

Please note that courses that transfer to the University of Mississippi as a 300-level course from community college will only be applied if the course is non-business in nature. Please consult the online transfer equivalency database.

Additional Notes:

Students must have a 2.0 Ole Miss GPA in Business and Accy courses.

Students must have a 2.0 in their Major courses.

Students must have an overall 2.0 GPA.

Students must have a resident GPA of 2.0.

Students must have a transfer GPA of 2.0.

The University of Mississippi-Tupelo

Junior and Senior Courses Available from The University of Mississippi-Tupelo

Bachelor of Business Administration -- Marketing

Economics – 3 hours

_____ ECON 302 Economic Statistics II

Management – 6 hours

_____ MGMT 371 Principles of Management

_____ MGMT 493 Management of Strategic Planning

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

A minor may be completed but is not required. Consult the School of Business for minors available to Business majors.

_____, _____ *Choose any courses or minor offered at UM-Tupelo or through UM-Online.*

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

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

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

_____, _____ *Choose any two business courses offered at UM-Tupelo. (Can't include ACCY 300)*

Major Field Elective – 12 hours

_____, _____, _____, _____ *Choose any four courses from the list below.*

Major Field Electives (300-level and above)

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

Required Marketing Courses – 18 hours

A minimum grade of C is required in any MKTG course that is a prerequisite for advanced MKTG courses.

_____ 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