The University of Mississippi Fall 2016 Catalog Information

CURRICULUM FOR THE

BACHELOR OF BUSINESS ADMINISTRATION
MARKETING
2016-2017

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

Choose one literature.

Humanities – 6 hours

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

Calculus for Business, Economics, and Accountancy – 6 hours

“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.

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“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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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.

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**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.
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

7/12/16