The University of Mississippi Fall 2015 Catalog Information

CURRICULUM FOR THE

BACHELOR OF BUSINESS ADMINISTRATION
MARKETING
2015-2016

**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. |
|______, ________ | *(Please note that some PHI courses transfer into UM as 300 level courses and will not satisfy these requirements). |

| **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 Business and Accy GPA.
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.
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