# BBA Major in Professional Marketing

## Requirements for the Bachelor of Business Administration Degree

### Additional Graduation Requirements

Additional Graduation Requirements ([https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements/](https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements/))

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Education Component (<a href="https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/">https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/</a>)</td>
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### Area I. Written Composition

- EN 111 First-Year Composition I
- EN 112 First Year Composition II

### Area II. Humanities and Fine Arts

- COM 201 Fundamentals of Speech
- PHL 250 Business Ethics
- Select three semester hours from the following:
  - EN 211 Survey of British Literature
  - EN 212 Survey of British Literature
  - EN 221 American Literature through Whitman
  - EN 222 American Literature from Whitman to the Present
  - EN 231 Literature of the World I
  - EN 232 Literature of the World II

### Area III. Natural Sciences and Mathematics

- Select three semester hours from the following:
  - MA 110 Finite Mathematics
  - MA 112 College Algebra
  - MA 113 College Trigonometry
  - MA 115 Pre-Calculus Algebra and Trigonometry
  - MA 125 Calculus I
  - MA 126 Calculus II
  - MA 227 Calculus III
  - MA 237 Linear Algebra
  - MA 238 Applied Differential Equations I
  - Select eight semester hours from the following:
    - BI 101 Introductory Biology
    - BI 102 Introductory Biology
    - BI 111 Principles of Biology

### Area IV. History, Social and Behavioral Sciences

- EC 251 Principles of Macroeconomics and Principles of Microeconomics
- Select one sequence from the following:
  - HI 101 Survey of World Civilization to 1500
  & HI 102 Survey of World Civilization since 1500
  - HI 201 United States History to 1877
  & HI 202 United States History since 1877

### Area V. Pre-BBA Foundation

- AC 291 Accounting Concepts I
- & AC 292 Accounting Concepts II
- BL 240 The Legal Environment of Business
- CS 101 Introduction to Computer Programming
- CIS 236 Information Systems in Organizations
- DA 291 Statistical Process Control
- & DA 292 Statistical Analysis for Business (Statistical Process Control)

## Additional Requirements

### BBA Core

- MG 491 International Business
- FI 393 Financial Management
- MG 331 Leadership and Organizational Behavior
- MG 382W Managerial Communications
- MG 395 Supply Chain and Operations Management
- MG 498 Strategic Management
- MK 360 Principles of Marketing

### Major in Professional Marketing

Required Core:

- MK 362 Personal Selling
MK 363  Integrated Marketing Communications  3
MK 476  Consumer and Market Behavior  3
MK 479  Marketing Research  3
MK 497  Marketing Management  3

**Select one of the following concentrations:**  9

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Digital Marketing (p. 2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sales (p. 2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Marketing (p. 2)</td>
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</table>

**Minor**

A minor is not required for any business major ¹

**General Electives**

General Elective hours, if required, to bring total to 120

**Total Hours**  120

¹ If a minor is declared, all requirements of the specific minor must be met.

### Concentrations

#### Digital Marketing

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Required:</td>
<td>6</td>
</tr>
<tr>
<td>MK 375</td>
<td>Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>MK 487</td>
<td>Digital Marketing</td>
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Choose one of the following:  3

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Any 300/400 Level Marketing Elective</td>
<td></td>
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<tr>
<td>CIS 289</td>
<td>Introduction to Human Computer Interaction/User Experience (HCI/UX)</td>
<td></td>
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<tr>
<td>CIS 376</td>
<td>Web Development</td>
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**Total Hours**  9

#### Sales

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK 462</td>
<td>Advanced Sales</td>
<td>3</td>
</tr>
<tr>
<td>MK 465</td>
<td>Sales Management</td>
<td>3</td>
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</table>

Choose one of the following courses:  3

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<tbody>
<tr>
<td>MK 375</td>
<td>Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>MK 480</td>
<td>Marketing Internship</td>
<td></td>
</tr>
<tr>
<td>COM 306</td>
<td>Interpersonal Communication</td>
<td></td>
</tr>
<tr>
<td>COM 402</td>
<td>Persuasion</td>
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<tr>
<td>SRM 372</td>
<td>Golf for the Business Professional</td>
<td></td>
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</tbody>
</table>

**Total Hours**  9

#### General Marketing

<table>
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</thead>
<tbody>
<tr>
<td>MK Electives (300/400 level)</td>
<td></td>
<td>9</td>
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</table>

**Total Hours**  9