# BBA MAJOR IN PROFESSIONAL MARKETING

## Requirements for the Bachelor of Business Administration Degree

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
- or COM 211 Business and Professional Speaking
- 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

#### Select three semester hours from the following:

- AR 170 Art Appreciation
- AR 281 Art History Survey I
- AR 282 Art History Survey II
- CAT 133 Cinema Appreciation
- CAT 210 Theatre Appreciation
- EN 255 Creative Writing Appreciation
- MU 222 Music Appreciation
- MU 244 Survey of Music Literature

### 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

### 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
Digital Marketing (p. 2)
Sales (p. 2)
General Marketing (p. 2)

Minor
A minor is not required for any business major

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

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Required:</td>
<td>6</td>
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<tr>
<td>MK 375</td>
<td>Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>MK 487</td>
<td>Digital Marketing</td>
<td></td>
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<td>Choose one of the following:</td>
<td>3</td>
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<tr>
<td></td>
<td>Any 300/400 Level Marketing Elective</td>
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<tr>
<td>CIS 289</td>
<td>Introduction to Human Computer Interaction/User Experience (HCI/UX)</td>
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<tr>
<td>CIS 376</td>
<td>Web Development</td>
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Total Hours  9

Sales

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<th>Hours</th>
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<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>
</tr>
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<td>Choose one of the following courses:</td>
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<tr>
<td>MK 375</td>
<td>Social Media Marketing</td>
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<tr>
<td>MK 480</td>
<td>Marketing Internship</td>
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<tr>
<td>COM 306</td>
<td>Interpersonal Communication</td>
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<td>COM 402</td>
<td>Persuasion</td>
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<tr>
<td>SRM 372</td>
<td>Golf for the Business Professional</td>
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Total Hours  9

General Marketing

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<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>MK Electives (300/400 level)</td>
<td>9</td>
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Total Hours  9