

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/>)

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I. Written Composition		6
EN 111	First-Year Composition I	
EN 112	First Year Composition II	
Area II. Humanities and Fine Arts		12
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		11
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	Human Biology	
BI 111	Principles of Biology	

BI 112	Principles of Biology	
CH 101	Introductory Chemistry	
CH 101L	Introductory Chemistry Laboratory	
CH 102	Introduction to Organic and Biochemistry	
CH 102L	Introduction to Organic and Biochemistry Laboratory	
CH 111	General Chemistry	
CH 111L	General Chemistry Laboratory	
CH 112	General Chemistry	
CH 112L	General Chemistry Laboratory	
ES 131	Earth Science/Physical Geology	
ES 132	Historical Geology	
ES 133	Earth Science/Earth Systems	
ES 146	Sustainable Earth	
ES 251	Environmental Systems	
GE 111	Physical Geography: Weather and Climate	
GE 112	Physical Geography-Landforms	
PH 101	Interactive Physics	
PH 121	Introductory Physics	
PH 125	Descriptive Astronomy	
PH 241	General Physics I	
PH 242	General Physics II	
PH 251	Technical Physics I	
PH 252	Technical Physics II	
Area IV. History, Social and Behavioral Sciences		12
EC 251	Principles of Macroeconomics	
& EC 252	and Principles of Microeconomics	
Select one sequence from the following:		
HI 101	Survey of World Civilization to 1500	
& HI 102	and Survey of World Civilization since 1500	
HI 201	United States History to 1877	
& HI 202	and United States History since 1877	
Area V. Pre-BBA Foundation		
AC 291	Accounting Concepts I	
& AC 292	and Accounting Concepts II	
BL 240	The Legal Environment of Business	
CS 101	Introduction to Computer Programming	
CIS 148	Information Analysis	
CIS 236	Information Systems in Organizations	
DA 291	Statistical Process Control	
& DA 292	and Statistical Analysis for Business	
MG 200	Professional Development for Career Success	
Additional Requirements		
BBA Core		
FI 393	Financial Management	3
MG 331	Leadership and Organizational Behavior	3
MG 382W	Business Communication	3
MG 395	Supply Chain and Operations Management	3
MG 498	Strategic Management	3
MK 360	Principles of Marketing	3
Major in Professional Marketing		
Required Core:		
MK 362	Personal Selling	3

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 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

Code	Title	Hours
Required:		6
MK 375	Social Media Marketing	
MK 387	Digital Marketing	
Choose one of the following:		3
Any 300/400 Level Marketing Elective		
CIS 289	Introduction to Human Computer Interaction/User Experience (HCI/UX)	
CIS 376	Web Development	
Total Hours		9

Sales

Code	Title	Hours
MK 462	Advanced Sales	3
MK 465	Sales Management	3
Choose one of the following courses:		3
MK 375	Social Media Marketing	
MK 480	Marketing Internship	
COM 306	Interpersonal Communication	
COM 402	Persuasion	
SRM 372	Golf for the Business Professional	
Total Hours		9

General Marketing

Code	Title	Hours
MK Electives (300/400 level)		9
Total Hours		9