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Marketing B.B.A. and Business Administration M.B.A. Integrated Degree Plan

(150 Semester Hours)

B.B.A. Core Requirements

| COURSES | HOURS |
|--|-------|
| Accounting 2301, 2302 | 6 |
| Business 1301, 3301 | 6 |
| Business Computer Information Systems 1305 | 3 |
| Communication 3352 | 3 |
| Economics 2301, 2302 | 6 |
| Finance 3361 | 3 |
| Management 2331, 3301, 3305, 3343, 4303 | 15 |
| Marketing 3321 | 3 |
| Marketing 4321 | 3 |

Marketing Major Requirements

| COURSES | HOURS |
|---|-------|
| Business 3000-4000 level electives | 6 |
| Management 3332 | 3 |
| Marketing 3322, 3323, 4325, and two Marketing 3000-4000 level electives | 15 |
| Psychology 2301 or Sociology 1301 | 3 |

Major Support Courses

| COURSES | HOURS |
|----------------------|-------|
| Communication 1315 | 3 |
| English 1301, 2311 | 6 |
| General Studies 1181 | 1 |

| COURSES | HOURS |
|------------------------------|-------|
| Mathematics 1314, 1324, 1342 | 3 |

Core Curriculum

| COURSES | HOURS |
|---|-------|
| Core Curriculum . Students should be aware that some majors specify particular courses to meet core-curriculum requirements when options are available. | 42 |

Electives

| COURSES | HOURS |
|-----------|-------|
| Electives | 8 |

M.B.A. Requirements

| COURSES | HOURS |
|---|-------|
| Accounting 6301 | 3 |
| Business 6302 | 3 |
| Economics 6311 | 3 |
| Finance 6301 | 3 |
| Management 6301, 6303, 6311, 6312, 6313 | 15 |
| Marketing 6301 | 3 |

Students interested in the Integrated B.B.A./M.B.A. in Marketing will be required to complete a minimum of 150 semester credit hours of degree credit. Of this total, 120 semester credit hours will be at the undergraduate level and 30 semester credit hours will be at the graduate level. The undergraduate course requirements are identical to those for the non-integrated B.B.A. in Marketing, and the graduate course requirements are identical to those for the M.B.A. Therefore, this five-year integrated B.B.A./M.B.A. program has a true 4+1 modular structure.

Candidates for this program must meet the current admission requirements for the M.B.A. program and be unconditionally admitted before taking any graduate M.B.A. courses. The student must achieve a cumulative GPA of 3.00 or better in all undergraduate courses and a cumulative GPA of 3.00 or better in all graduate courses.

A unique feature of the integrated program is that the student may begin taking graduate course work in his/her senior year. Upon successful completion of all 150 semester credit hours of this five-year program, the student will be awarded both the B.B.A. in Marketing and the M.B.A. degree at the same time; the student will not receive the B.B.A. in Marketing after completing 120 semester credit hours at the undergraduate level.

Should a student decide not to complete the M.B.A. portion of the integrated program, then this student would have to complete any remaining degree requirements for the B.B.A. in Marketing in order to be awarded that degree. Because of the 4+1 structure of the integrated program, all of the undergraduate courses already completed as part of the integrated five-year program would count towards completion of the B.B.A. in Marketing.



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