

Integrated BBA in Marketing/MBA			
2015-16 Catalog		2016-17 Catalog	
Core Curriculum Requirements	Hours	Core Curriculum Requirements	Hours
COMM 2301	3	COMM 1315 (was 2301)	3
Creative Arts choice	3	Creative Arts choice	3
ENGL 1301, 1302	6	ENGL 1301, 1302	6
GS 1181	1	GS 1181	1
POLS 2301, 2302	6	POLS 2305, 2306 (was 2301, 2302)	6
HIST 1301, 1302	6	HIST 1301, 1302	6
ENGL Literature choice (2323, 2324, 2325, 2328, or 2329)	3	Language, Philosophy and Culture choice	3
Life & Physical Sciences choice	8	Life & Physical Sciences choice	8
MATH 1324	3	MATH 1324	3
PSY 2301 or SOC 2301	3	ECON 2301	3
	42		42
Marketing Major Requirements		BBA Core Requirements	
ACCT 2301, 2302	6	ACCT 2301, 2302	6
BA 1301, 2345	6	BUSI 1301, 2301 (was BA 2345)	6
BCIS 1305	3	BCIS 1305	3
ENGL 3352	3	COMM 3352	3
ECON 2301, 2302	6	ECON 2302	3
FINC 3361	3	FINC 3361	3
IBUS 3311	3	MKTG 4321	3
MSC 2331, MGMT 3305	6	MGMT 2331, 3305, 3343, 4303	12
MKTG 3321	3	MKTG 3321	3
MGMT 3300, 3303	6	MGMT 3301 (new course)	3
MATH 1325	3		45
		Marketing Major Requirements	
(PSY 2301/SOC 2301 taken above in University core)	0	PSYC 2301 or SOCI 1301 (was SOC 2301)	3
MSC 3332	3	MGMT 3332	3
MKT 3322, 4325, and three MKT 3000+ electives (undergraduate)	15	MKTG 3322, 3323, 4325 and two MKTG 3000+ electives (undergraduate)	15
ECON 3320	3	Business 3000+ electives (undergraduate)	6
	69		27
Electives (undergraduate)	3	Electives (undergraduate)	6
Total undergraduate hours	114	Total undergraduate hours	120
MBA Requirements		MBA Requirements	
ACCT 6301	3	ACCT 6301	3
BA 6302, 6303	6	MGMT 6302, 6303	6
ECON 6311	3	ECON 6311	3
FINC 6301	3	FINC 6301	3
MGMT 6311, 6312, 6313	9	MGMT 6311, 6312, 6313	9
MIS 6313	3	MGMT 6301 (was MIS 6313)	3
MSC 6301	3		
		MKTG 6301	3
Electives (graduate)	6		
Total graduate hours	36	Total graduate hours	30
Total required for BBA/MBA	150	Total required for BBA/MBA	150
NOTES:			
1. MSC, MIS and IBUS prefixes have changed to MGMT; BA has changed to BUSI or MGMT			
2. Integrated BBA/MBA has a 4+1 structure for 2016-17			