Major Checklist

To meet the graduation requirements for a BBA degree, every Marketing major must complete the following coursework:

- 42 hours University Core courses
- 48 hours Business Core courses in topics like finance, marketing, economics, management, accounting information systems, and statistics
- 18 hours Marketing Major courses in Consumer Behavior, Marketing Research and Marketing Channels & Distribution
- 12 hours General Electives
- 9 hours of Marketing Electives

Marketing Electives

Personalize your Marketing Major with 9 hours of marketing electives, such as:

- Brands and Brand Management
- Integrated Marketing Communications
- International Marketing
- Internships/Independent Studies
- Logistics Strategy
- Marketing Strategy
- Retail Management
- Services Marketing
- Social Media Marketing
- Sports Marketing