

BACHELOR OF BUSINESS ADMINISTRATION MARKETING

The BBA Marketing program provides trainees with outstanding skill acquisition in marketing and distribution strategies, with the ability to determine the most effective means of wholesale and retail distribution of products. The degree equips students with potential to become marketing practitioners with abilities to identify target audiences, gather information, evaluate market data, develop product pricing systems, and promotional opportunities. The program equips trainees with business communication skills, problem solving skills, business analytics skills, and critical thinking skills, to be applied in all areas of the marketing profession including advertising, sales, and distribution. Graduates of the program are equipped with leadership skills, analytical skills, and organizational skills, to be persuasive and creative problem solvers. Career opportunities include positions as advertising executive, retail analyst, distribution coordinator, merchandising manager, sales manager, promotions specialist, and communications director.

*College of
Business*



COURSE TYPE DESCRIPTIONS

General Education Core	GEC	General Education Core (GEC) courses are courses that every student must take in order to obtain a degree from Jackson State University. GEC courses are essential to every undergraduate degree at Jackson State University. Collectively, there are 30 credit hours of GEC course requirements.
General Education Pathway	PATH	General Education Pathway (PATH) courses are courses that are connected through interdisciplinary themes and are selected at the student's discretion to fulfill the general education curriculum. Through experiential learning and reflective writing, students will have the opportunity to integrate knowledge across courses, develop their skills and an enhanced sense of civic responsibility. Students select nine (9) hours from the pathway of choice. Each pathway concludes with a related one (1) credit hour a University Required (UR) course.
University Required	UR	University Required (UR) courses are courses that are specific to Jackson State University and are designed to integrate students within the Jackson State University community by promoting student success resources, strategies and high impact practices.
Degree Program Requirement	DPR	Degree Program Required (DPR) courses are courses that are required for completion of a degree program within the specified major.
Electives	DPE or GEL	Electives are courses selected at a student's discretion and provide opportunities for students to pursue their academic interests. There are two types of electives. Degree Program Elective (DPE) courses are elective courses that are partially restricted such that students select courses from a specified group of identified courses (e.g., departmental elective courses) to fulfill a particular requirement. General Elective (GEL) courses are courses that may be selected from any program for which the student has fulfilled the proper prerequisites.
Professional Concentrations	PC	Professional Concentration (PC) courses complement Degree Program Required courses and allow students to have a concentrated area of study within the major.

Student Name: _____

Entering Term: _____

J-Number: _____

Expected Graduation Date: _____

Advisor: _____

COLLEGE OF BUSINESS
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Pathway: _____

FRESHMAN YEAR FALL 1ST SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
BIZ 101	University Success for Business Majors I	1	UR		
ENG 104	Composition I	3	GEC		
MATH 111	College Algebra	3	GEC		
	Humanities & Fine Arts Option	3	GEC		
	Natural Science Option	3	GEC		
	Social & Behavioral Science Option	3	GEC		
	TOTAL CREDIT HOURS	16	TERM GPA:		

Comments:

FRESHMAN YEAR SPRING 2ND SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
BIZ 102	University Success for Business Majors II	1	UR		
ENG 105	Composition II	3	GEC		
MATH 221	Calculus for Business	3	DPR		
	Humanities & Fine Arts Option	3	GEC		
	Natural Science Option	3	GEC		
	Pathway Option	3	PATH		
	TOTAL CREDIT HOURS	16	TERM GPA:		

Comments:

SOPHOMORE YEAR FALL 1ST SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
BIZ 201	Introduction to Business	3	DPR		
ECO 211	Principles of Macroeconomics	3	GEC		
ACC 211	Principles of Financial Accounting	3	DPR		
	Humanities & Fine Arts Option	3	GEC		
	Pathway Option	3	PATH		
	TOTAL CREDIT HOURS	15	TERM GPA:		

Comments:

SOPHOMORE YEAR SPRING 2ND SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
UNIV 200	Civic Engagement	1	UR		
GB 201	Introduction to Legal Aspects of Business	3	DPR		
ECO 212	Principles of Microeconomics	3	DPR		
ACC 212	Principles of Managerial Accounting	3	DPR		
MNGT 351	Management Information Systems	3	DPR		
	Pathway Option	3	PATH		
	TOTAL CREDIT HOURS	16	TERM GPA:		

Comments:

JUNIOR YEAR FALL 1ST SEMESTER					
COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
BIZ 350	Business Communication	3	DPR		
ECO 256	Business Statistics I	3	DPR		
MNGT 330	Management to Organization	3	DPR		
MKT 351	Marketing Management	3	DPR		
	Any International Business Course	3	DPE		
	TOTAL CREDIT HOURS	15	TERM GPA:		

Comments:

JUNIOR YEAR SPRING 2ND SEMESTER					
COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
ECO 356	Business Statistics II	3	DPR		
FIN 320	Business Finance	3	DPR		
MNGT 334	Supply Chain Management	3	DPR		
MNGT 482	Business Ethics	3	DPR		
MKT 432	Advertising	3	DPR		
	TOTAL CREDIT HOURS	15	TERM GPA:		

Comments:

SENIOR YEAR FALL 1ST SEMESTER					
COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
MKT 436	Financial Management	3	DPR		
MKT 438	Marketing Research	3	DPR		
MKT 440	Consumer Behavior	3	DPR		
MKT 450	Personal Selling	3	DPR		
	Any 300-400 level course not already required in major	3	DPE		
	TOTAL CREDIT HOURS	15	TERM GPA:		

Comments:

SENIOR YEAR SPRING 2ND SEMESTER					
COURSE	COURSE TITLE	CREDIT HOURS	COURSE TYPE	GRADE	SUCCESS MARKER/NOTE
MNGT 458	Strategic Management	3	DPR		
MKT 448	Marketing Channels	3	DPR		
MKT 462	Marketing Policies and Strategies	3	DPR		
MKT 466	International Marketing	3	DPR		
	TOTAL CREDIT HOURS	12	TERM GPA:		

Comments:

TOTAL HOURS: 120 REQUIRED

Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 and BIZ 102: University Success; however, the student must take 2 hours of non-business electives to replace the BIZ courses.

Student Signature: _____

Advisor Signature: _____