



**NORTHEAST**  
MISSISSIPPI COMMUNITY COLLEGE



**Ole Miss**

**Booneville**

## BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

### 2 (NEMCC)+ 2 (UMB) Curriculum

This curriculum reflects course suggestions to fulfill requirements for the Bachelor of Business Administration degree at UM-Booneville. Degree and admission requirements are subject to change. This curriculum may not reflect the requirements of Associate of Arts programs at NEMCC. Consult your academic advisor for Associate's degree requirements.

**Freshman and Sophomore courses available from Northeast Mississippi Community College**

#### **CORE CURRICULUM- 62 hours**

##### English- 6 hours

\_\_\_\_\_, \_\_\_\_\_ ENG 1113, 1123 English Composition I, II

##### Business Mathematics- 3 hours

\_\_\_\_\_ MAT 1313 College Algebra, MAT 1343 Elementary Functions, or Math 1343 Pre-Calculus or Math 167

##### Calculus for Business, Economics, and Accountancy- 3 hours

\_\_\_\_\_ MAT 1513 Business Calculus I or MAT 1613 Calculus I or Math 271  
("C" minimum required)

##### Humanities- 3 hours

\_\_\_\_\_ Choose course in HIS, PHI, REL, MFL, or literature.

##### Lab Science- 8 hours

\_\_\_\_\_, \_\_\_\_\_ Astronomy, Biology, Chemistry, Geology, Physical Science, or Physics.

##### Fine Arts- 3 hours

\_\_\_\_\_ Choose any 3- hour Art, Music, or Theatre course.

##### Additional Humanities or Fine Art- 3 hours

\_\_\_\_\_ Choose any humanities or fine art not taken above.

##### Accounting Principles- 6 hours

\_\_\_\_\_, \_\_\_\_\_ ACC 1213, 1223 Principles of Accounting I, II

##### Economics- 9 hours - "C" or higher required in Principles of Economics I, II and Business Statistics

\_\_\_\_\_, \_\_\_\_\_ ECO 2113, 2123 Macroeconomics and Microeconomics  
\_\_\_\_\_ Economic/ Business Statistics I - BAD 2323 Business Statistics

##### Business Communication- 3 hours

\_\_\_\_\_ BOA 2613 Business Communication

##### Legal Environment of Business- 3 hours

\_\_\_\_\_ BAD 2413 Legal Environment of Business

##### General Elective- 12 hours

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ Choose any academic credit not counted above.

**...Important information continued on next page**

**\*\*PLEASE READ- VERY IMPORTANT\*\***

1. \*You will be eligible to declare a specialty major after you have completed all Freshman level classes, plus Accounting I (ACCY 201), principles of microeconomics (ECON 202) or principles of macroeconomics (ECON 203), and either legal environment of business (BUS 250) or business communications (BUS 271). For specialty majors (e.g., marketing, management, management information systems, or finance), the GPA on these 39 hours must be a 2.25 or higher. Students who do not meet this requirement will remain in "general business.".
2. MAXIMUM HOURS YOU CAN TRANSFER FROM THE COMMUNITY COLLEGE IS 61 HOURS!
3. Please note that courses that transfer to the University of Mississippi as a 300-level course from community college will only be applied if the course is non-business in nature. Please consult the online transfer equivalency database.
4. Minimum 2.0 GPA requirements in each of these areas: Cumulative GPA, Resident GPA, GPA in Major Courses, GPA in BUS/ECON/ACCY Courses, and GPA in All Courses Applied to Degree.

**JUNIOR AND SENIOR YEAR CLASSES AFTER TRANSFER TO OLE MISS**

**BUSINESS CORE (15 hours):**

- \_\_\_\_\_ ECON 302/ BUS 302 Economic Statistics II (C minimum in BUS/ECON 230)
- \_\_\_\_\_ FIN 331 Business Finance I  
(C min in Econ 202, 203, and BUS/ ECON 230; completion of ACCY 201, 202)
- \_\_\_\_\_ MGMT 371 Principles of Management (C minimum required)
- \_\_\_\_\_ MGMT 493 Management of Strategic Planning
- \_\_\_\_\_ MIS 309 Management Information Systems

**MAJOR CORE (MKTG)- (18 hours):**

- \_\_\_\_\_ MKTG 351 Marketing Principles (C minimum required)
- \_\_\_\_\_ MKTG 372 Intro to Operations and Supply Chain Management
- \_\_\_\_\_ MKTG 367 Consumer and Market Behavior
- \_\_\_\_\_ MKTG 525 Marketing Research
- \_\_\_\_\_ MKTG 451 Marketing Policy and Strategy
- \_\_\_\_\_ MKTG 452 Global Marketing

**MAJOR FIELD ELECTIVE OR EMPHASIS COURSE- (12 hours chosen from list):**

Choose from ANY 300+ level or above MKTG course/ see advisor for courses and emphasis areas

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**ELECTIVES (15 hours):**

- \_\_\_\_\_ 300+ Business or 300+ Non-business elective
- \_\_\_\_\_ 300 + Business elective
- \_\_\_\_\_ 300 + Business elective
- \_\_\_\_\_ General elective
- \_\_\_\_\_ General elective
- 300+ Non-business elective- all 300 level or above graded hours, excludes ACCY, BUS, ECON, ENT, FIN, GB, MGMT, MIS, MKTG, and EDHE 303
- 300+ Business elective- all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, MIS, MKTG (excluded specific major courses and all GB courses, and ACCY 300
- General Elective- 100 level or above 3 hour graded courses (some exclusions apply)