

Bachelor of Business Administration
Marketing

Earn a Bachelor of Business Administration (BBA) with a major in **Marketing** in three years from the College of Business at Mississippi State University. For more information, please visit business.msstate.edu or contact **Dr. Kevin Rogers** at 662-325-1982 or kr Rogers@cobilan.msstate.edu

Year 1

| FALL (15 Hours) | SPRING (16 Hours) |
|-----------------------------|-----------------------------------|
| EN 1103 English Comp I | EN 1113 English Comp II |
| MA 1313 College Algebra | MA 1613 Cal. for Bus. & Life Sci. |
| PS 1113 American Government | MU 1113 Hist & Appr. of Music |
| HI 1063 Early U.S. History | PSY 1013 General Psychology |
| BIS 1012 Intro. to BIS | GG 1113 Earth Science I |
| FYS 1001 First Year Seminar | GG 1111 Earth Science I Lab |

31

Year 1 Summer – Maymester

| | |
|----------------------------|-------------------------------|
| Maymester (3 Hours) | BQA 2113 Bus. Stat. Methods I |
|----------------------------|-------------------------------|

34

Year 1 Summer

| Summer 1 (6 Hours) | Summer 2 (6 Hours) |
|------------------------------|---------------------------------|
| ACC 2013 Prin. of Fin. Acct. | ACC 2023 Prin. Of Man. Acct. |
| BL 2413 Legal Env. of Bus. | EC 2113 Prin. of Macroeconomics |

46

Year 2

| FALL (16 Hours) | SPRING (16 Hours) |
|---|--------------------------------|
| EC 2123 Prin. of Microeconomics | MKT 3013 Prin. of Marketing |
| CO 1013 Intro. to Comm. | FIN 3113 Financial Systems |
| HI 1073 Modern U.S. History | MGT 3213 Org. Communication |
| GR 1123 Intro. to World Geog. | MGT 3114 Prin. of Mgt. & Prod. |
| PH 1013/PH 1011 Physical Science I with Lab | BIS 3233 Mgt. Info. Systems |

78

Year 2 Summer – Maymester

| | |
|----------------------------|--------------------------------|
| Maymester (3 Hours) | BQA 3123 Bus. Stat. Methods II |
|----------------------------|--------------------------------|

81

Year 2 Summer

| Summer 1 (6 Hours) | Summer 2 (6 Hours) |
|----------------------------|-----------------------------|
| FIN 3123 Financial Mgt. | MKT 4113 Personal Selling |
| MKT 4413 Consumer Behavior | MKT 4613 Services Marketing |

93

Year 3

| FALL (16 Hours) | SPRING (15 Hours) |
|--------------------------|-------------------------------|
| MKT 3213 Retailing | BUS 4853 Business Policy |
| MKT 4123 Advertising | MKT 4853 Marketing Management |
| MKT 4533 Market Research | 3 HR ELECTIVE |
| 3 HR ELECTIVE | 3 HR ELECTIVE |
| 3 HR ELECTIVE | 3 HR ELECTIVE |
| 1 HR ELECTIVE | |