THE BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(Online and Evening)
Program Plan

A. General Education (36 hours)

B. Mathematics, Communication, and Computer Science (12 hours)
MATH 130: Pre-calculus (3 hours)
MATH 220: Applied Statistical Methods (3 hours)
COMM 270: Business Communications (3 hours)
INSY 102: Intro to Digital Communications (3 hours)

C. Business Core Curriculum (36 hours)
ECN 150: Microeconomics (3 hours)
ECN 151: Macroeconomics (3 hours)
ACC 204: Financial Accounting (3 hours)
ACC 205: Managerial Accounting (3 hours)
BUS 346: Legal, Ethical & Regulatory Environment (3 hours)
BUS 349: Management Information Systems (3 hours)
BUS 350: Business Quantitative Analysis (3 hours)
FIN 362: Principles of Finance (3 hours)
MGT 382: Production and Operations Management (3 hours)
MGT 363 Principles of Management (3 hours)
MKT 361: Principles of Marketing (3 hours)
MGT 498 Strategic Management (Capstone) (3 hours)

D. Marketing Major (21 hours)
MKT 415 Marketing Research (3 hours)
MKT 442 Consumer Behavior (3 hours)
MKT 475 Marketing Management (3 hours)
MKT 474 Marketing and Digital Analytics (3 hours)
Three Additional Marketing Electives (9 hours)

E. Electives
Taken as needed to reach the required total hours

Total Graduation Requirements: 120 hours

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