

[http://www.terry.uga.edu/marketing/docs/upper\\_curriculum.pdf](http://www.terry.uga.edu/marketing/docs/upper_curriculum.pdf)

**BBA Degree "UPPER DIVISION" Requirements**

**(for Juniors & Seniors)**

**Upper Division Business Core** (12 hours, all courses are required)

(Prerequisites: ACCT 2101 and MIST 2090)

\_\_\_\_\_ **FINA 3000** Financial Management

\_\_\_\_\_ **MGMT 3000** Management of Organizations and Individuals

\_\_\_\_\_ **MSIT 3000** Statistical Analysis for Business or **STAT 3000**

\_\_\_\_\_ **MARK 3000** Principles of Marketing

**Marketing - 7 Major Courses** (9 hours required, 12 hours electives = 21 hours)

***MARKETING MAJOR COURSES REQUIRED***

\_\_\_\_\_ **MARK 4000** Marketing Research for Business Decisions

\_\_\_\_\_ **MARK 4100** Consumer Buyer Behavior

\_\_\_\_\_ **MARK 4900** Marketing Strategies & Decision Making (must be taken your last semester)

***MARKETING MAJOR RELATED/ELECTIVE COURSES*** (choose 4)

\_\_\_\_\_ **MARK 4210** Professional Selling and Customer Relationship Management

\_\_\_\_\_ **MARK 4220** Sales Force Strategy and Management

\_\_\_\_\_ **MARK 4500** Services Marketing

\_\_\_\_\_ **MARK 4600** Integrated Marketing and Brand Communication

\_\_\_\_\_ **MARK 4700** International Marketing

\_\_\_\_\_ **MARK 4800** Marketing Internship

\_\_\_\_\_ **ADPR 3110** Advertising Message Strategy\*

\_\_\_\_\_ **ADPR 5740** Advertising Campaigns\*

\*Requires permission from the Journalism School

**Arts & Sciences Electives** (15 hours)

Choose 5 courses from Arts & Sciences

([www.franklin.uga.edu/depts](http://www.franklin.uga.edu/depts))

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**Upper Level Business Electives\*** (12 hours)

Choose four 4000 or higher level business classes outside your major.

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**TOTAL**

**60 hours + 61 = 121 hours**