

BBA IN MARKETING WITH MBA

Program Requirements

Entrance requirements for the **Bachelor of Business Administration (BBA) in Marketing and Master of Business Administration (MBA)** combined degree are:

- 3.0 GPA
- Junior Standing

Freshman – Junior Requirements

Students will complete all Field of Study courses and the Principles of Management, Principles of Marketing, Global Business, and Corporate Finance from the Business core.

Senior Standing Requirements

Students will complete 9 credit hours of approved graduate-level business courses in their final 2 semesters along with their remaining undergraduate coursework.

The student must submit the following to Graduate Admissions during their senior year: graduate application and transcripts from all institutions attended.

Bachelor of Business Administration (Marketing) Requirements

Code	Title	Credit Hours
Core IMPACTS		42
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext)		
Field of Study - Marketing		18
ACCT 2101	Principles of Financial Acct.	3
ACCT 2102	Principles Managerial Acct.	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
CPTG 2201	Adv. Computer Applications	3
ECON 2105	Principles of Macroeconomics ¹	3
or ECON 2106	Principles of Microeconomics	
Upper Division Business Core Requirements		21
BUSA 3101		3
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Business Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
Required Marketing Major Courses		12
MKTG 4104	Marketing Research & Analysis	3

MKTG 4207	Professional Selling	3
MKTG 4850	Internship/Cooperative Educ.	3
or MKTG 4851	Internship/Cooperative Educ.	
or MKTG 4852	Internship/Cooperative Educ.	
General Electives ²		24
Business Capstone		3
MGMT 4750	Strategic Management	
Total Credit Hours		120

¹ ECON 2105 Principles of Macroeconomics should be taken in Core IMPACTS or as a free elective

² Twenty-four (24) credit hours of general electives. Students should select nine (9) credit hours of MBA core courses for the General Electives area (if course pre-requisites are met). Six (6) credit hours must be from courses that have a MKTG prefix at the 3000 level or higher (SCML 3105 could be taken as one of the two courses in this category). In addition, six (6) credit hours must be business courses with an ACCT, BLAW, BUSA, ECON, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher.

The remaining twelve (12) credit hours are open electives (they could be business or non-business courses). Open electives may be at a lower level than 3000. Courses with the following prefixes will not be counted in this category: AVIA, CSU, PARA, TECH. Only one internship course can be taken as an elective (this is in addition to the internship taken to satisfy the Required Major Marketing Courses).

Master of Business Administration (MBA) Requirements

Code	Title	Credit Hours
MBA Core Requirements		24
ACCT 5000	Accounting Concepts	2
ACCT 5200	Accounting for Managerial Deci	3
BUSA 5000	Decision Concepts	1
BUSA 5200	Decision Making-Uncertainty	3
FINA 5100	Corporate Finance for MBA	3
MGMT 5101	Org. Development and Change	3
MGMT 5111	Leadership and Organizational	3
MKTG 5200	Marketing Management	3
Capstone Requirement (3 credit hours)		
MGMT 5750	Global Strategic Management	3
Concentration		9
Choose one concentration from the following:		
Accounting (https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#accounting)		
Data Analytics (https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#analytics)		
Digital Marketing (https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#digital)		
General Business (https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#general)		
Human Resource (https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#human-resource)		

International Business (<https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#international>)

Supply Chain Management (<https://catalog.clayton.edu/academic-catalog/graduate-studies/business-administration-mba/#supply-chain>)

Total Credit Hours **33**

* Once students transition fully into the MBA program, select courses which were not completed as General Electives while in the BBA program.

** ECON 2105 Principles of Macroeconomics must be taken as a non-business elective if not taken to satisfy the Core IMPACTS requirement

Suggested Course Sequence

Course	Title	Credit Hours
Freshman		
First Semester		
ENGL 1101	English Composition I	3
MATH 1101	Intro to Mathematical Modeling	3
Communication or Foreign Language course		3
BUSA 1105	Introduction to Business	3
Fine Arts or Intermediate Foreign Language course		3
Credit Hours		15
Second Semester		
ENGL 1102	English Composition II	3
Science course with Laboratory		3
Science course with Laboratory		1
ACCT 2102	Principles Managerial Acct.	3
BLAW 2106	Legal Environment of Business	3
Math, Science, or Technology course		3
Credit Hours		16
Sophomore		
First Semester		
ACCT 2102	Principles Managerial Acct.	3
Science course without Laboratory		3
ECON 2106	Principles of Microeconomics	3
CPTG 2201	Adv. Computer Applications	3
Literature, Philosophy, or Foreign Language course		3
Credit Hours		15
Second Semester		
ECON 2106	Principles of Microeconomics	3
World History		3
CRIT 1101	Critical Thinking	3
BUSA 3101		3
MKTG 3101	Principles of Marketing	3
Credit Hours		15
Junior		
First Semester		
Student should inform the Department Chair of their interest in the Combined Program		
SCML 3102	Operations & Supply Chain Mgmt	3
MGMT 3120	Business Communication	3
MKTG 4104	Marketing Research & Analysis	3
MKTG 4207	Professional Selling	3
POLS 1101	American Government	3
Credit Hours		15
Second Semester		
Student must submit an application for the Combined Degree Program		

MGMT 3101	Mgmt. Prin. & Org. Behavior	3
Non MKTG Business Elective		3
MKTG 4850	Internship/Cooperative Educ.	3
Elective (Business or non-business)		3
American History course		3
Credit Hours		15
Senior		
First Semester		
MKTG 3420	Global Business	3
MKTG 4750	Marketing Strategy	3
FINA 3101	Corporate Finance	3
Elective (Business or non-business)		3
MGMT 5101	Org. Development and Change ¹	3
Credit Hours		15
Second Semester		
MGMT 4750	Strategic Management	3
Elective (Business or non-business)		3
MKTG 5200	Marketing Management ¹	3
Elective (Business or non-business)		3
MGMT 5111	Leadership and Organizational ¹	3
Credit Hours		15
Fifth Year		
First Semester		
ACCT 5000	Accounting Concepts ²	2
BUSA 5000	Decision Concepts ²	1
Concentration Elective ^{2,3}		3
Concentration Elective ^{2,3}		3
Concentration Elective ^{2,3}		3
Credit Hours		12
Second Semester		
ACCT 5200	Accounting for Managerial Deci ²	3
BUSA 5200	Decision Making-Uncertainty ²	3
FINA 5100	Corporate Finance for MBA ²	3
MGMT 5750	Global Strategic Management ²	3
Credit Hours		12
Total Credit Hours		145

¹ Dual Credit-Course counts toward both degrees.

² Graduate Residency Course.

³ Concentration in Digital Marketing Elective.