

Bachelor of Business Administration with a Major in Marketing

Courses in marketing enable students to (1) define marketing opportunities; (2) plan and carry out marketing strategies; (3) manage sales and salespeople; and (4) engage in professional sales activities. The marketing program prepares individuals for challenging careers in both profit and non-profit organizations.

Selected Educational Outcomes

Marketing majors will be able to demonstrate knowledge of

1. marketing strategy as it relates to market selection, product development and management, supply chain management, integrated marketing communication, and pricing;
2. current consumer behavior theories as they relate to the evaluation, selection, and consumption of products and services;
3. the tools needed to conduct a small-scale marketing research study;
4. the major factors affecting the development of a marketing strategy when it is to be implemented globally.

Assessment of the educational outcomes for the marketing major is primarily the responsibility of the marketing faculty. A variety of methods are used to assess the learning outcomes, including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use the assessment results to continuously review and improve the marketing curriculum.

Requirements for the B.B.A. with a Major in Marketing

Code	Title	Hours
Core Curriculum ¹		60
Core Curriculum Areas A-E (See VSU Core Curriculum) ¹		42
Area F Requirements ¹		18
BUSA 2100	Applied Business Statistics	
BUSA 2106	The Environment of Business	
DATA 2000	Information Systems and Data Transformation in Business	
ECON 2106	Principles of Microeconomics	
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	
Marketing Major Curriculum		60
Required Senior College Core ²		
BUSA 3450	Management Information Systems	3
DATA 3100	Introduction to Data Analytics	3
DATA 3200	Data Visualizations and Analytics	3
FIN 3350	Financial Management	3
MGNT 3250	Management and Organization Behavior	3
MKTG 3050	Introduction to Marketing	3
BUSA 4900	Strategic Management	3
International Option--select one of the following:		3
ECON 3600	International Economics	
FIN 3650	Multinational Corporate Finance	
IB 3000	Introduction to International Business	
MGNT 3250	Management and Organization Behavior	
Professional Growth		
BUSA 2999	Career Development	0
BUSA 3999	Experiential Learning	0
BUSA 4999	Career Path	0
Required Marketing Core ²		
MKTG 3620	Consumer Behavior	3

MKTG 3650	Marketing Research	3
MKTG 4900	Marketing Strategy	3
Marketing Electives ²		12
Any 3000- or 4000-level MKTG courses not selected above.		
Business Electives ²		9
Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above.		
General Electives ³		6
Electives may consist of business and/or non-business courses.		
Total hours required for the degree		120

1

If ECON 2105 is taken in Area E, the grade must be "C" or better.

2

The grade in each of these courses must be a "C" or better.

3

If PERS 2799 is not taken in Area B, it must be taken as a General Elective.

If ECON 2105 is not taken in Area E, it must be taken as a General Elective, and the grade must be a "C" or better.

Accelerated Undergraduate-to-Graduate Track

Contingent upon acceptance in to the Accelerated Undergraduate-to-Graduate Track, students wishing to pursue a Master of Business Administration (M.B.A.) or a Master of Accountancy (M.Acc.) at Valdosta State University may take up to 9 semester hours of graduate-level coursework (courses numbered 5000 or above) that will count toward Business electives for their major or toward general electives for the undergraduate degree.

Acceptance in to the Accelerated track requires:

1. written notification by an LCOBA professional advisor from the Student Engagement Center to the LCOBA Director of Graduate Programs of her/his willingness to serve as the student's Accelerated Undergraduate-to-Graduate Track advisor.
2. completion of 75 credit hours of undergraduate coursework:
 - a. at least 15 hours must be LCOBA courses, with at least a 3.0 GPA for those LCOBA credits; and
 - b. a grade of "C" or better must be earned in each of those LCOBA courses.
3. an overall GPA in undergraduate course work of at least 3.0.

Graduate courses taken as an undergraduate will count toward the 120-hour graduation requirement but will not count toward the student's undergraduate GPA or the calculation of academic honors.

Upon acceptance into the Accelerated Undergraduate-to-Graduate Track in the M.B.A. or M.Acc., students must maintain an overall GPA of 3.0 to remain in good standing. Students who do not maintain good standing or who do not wish to continue with the Accelerated Undergraduate-to-Graduate Track may revert to their original track to complete the remaining requirements for their undergraduate business degree (B.B.A.).