

# Isenberg Online Degree Completion Program

## Bachelor of Business Administration/BBA – Marketing Major

### Curriculum Summary

University <a href="#">transferable course tips</a> , <a href="#">gen-ed transfer guide</a> , <a href="#">Mass Comm Colleges Transfer Database</a> former UMass Amherst students will need original gen-ed requirements and major requirements at time of online admittance						
University Requirement	BBA Requirement	Course	typically offered	CR	Notes	45CR Min
College Writing/CW/ENGLWRIT112	-	ENGLWRIT112	SMR	3		
Math/R1&AnalyticalReasoning/R2	Calculus	MATH127	varies	3		
Biological Science/BS	-	varies	varies	4		
Physical Science/PS	-	varies	varies	4		
Arts/Literature/AL, AT	-	varies	varies	4		
Historical Studies/HS	-	varies	varies	4		
Social and Behavioral Science/SB	Microeconomics	ECON103	varies	4		
Social World/SB	Macroeconomics	ECON104	varies	4		
Gen-ed elective	-	varies	varies	4		
Gen-ed elective	-	varies	varies	4		
US Diversity/DU	-	varies	varies	4		
Global Diversity/DG	-	varies	varies	4		

<b>BBA Core Requirements</b> <span style="float: right;"><b>More than 50% MUST BE taken through UMass Amherst</b></span>						
Requirement	Course	typically offered	CR	Notes		
Financial Accounting	ACCOUNTG 221	SPR/SMR-13 week/FAL	3			
Managerial Accounting	ACCOUNTG 222	SPR/SMR-13 week	3	Prereq ACCOUNTG221		
Microeconomics	ECON103	SPR/SMR/FAL	-	See Social and Behavioral Science/SB gen-ed		
Macroeconomics	ECON104	SPR/SMR/FAL	-	Social World/SB gen-ed		
Corporate Finance	FINANCE 301	SPR/SMR1 or 2/FAL	3	Prereq ACCOUNTG221 and OIM 240, calculus recommended		
Principles of Management	MANAGMNT 301	SPR/SMR-1 or 2/FAL	3			
Fundamentals of Marketing	MARKETNG 301	SPR/SMR-1 or 2/FAL	3			
Calculus	MATH 127	SPR/SMR/FAL	-	See Math/R1&AnalyticalReasoning/R2 gen-ed		
Intro to Business Info Systems	OIM 210	SPR/SMR13-WEEK/FAL	3	Course subject = Operations and Information Management		
Statistics/Business Data Analysis	OIM 240	SPR/ SMR13-WEEK/FAL	3			
Intro to Operations Management	OIM 301	SMR13-WEEK/FAL	3	Prereq OIM 240		
Career/Professional Dev.	SCH-MGMT 200	SPR/SMR-1/FAL	1	Course subject = Isenberg School of Management		
Inclusive Leadership for Global Workplaces	SCH-MGMT 201	SPR/SMR/FAL	3			
Introduction to Law	SCH-MGMT 260	SMR-1/FAL	3			
Management Communications	SCH-MGMT 310	SPR/SMR1 or 2/FAL	3	Jr. Year Writing, Prereq ENGLWRIT112, Jr Status		
Business Policy & Strategy	MANAGMNT 494BI	SPR/SMR-1 or 2	3	Integrative Experience/Sr Status/ <b>Take last semester possible</b>		

<b>BBA Breadth/non-business 18 credits minimum, one Economics or Resource Economics class eligible</b>						
Requirement	Course	typically offered	CR = 18	Notes		
Non-Business			3	18 credits in non-business courses, anything EXCEPT, Accounting, Economics, Finance, Hospitality & Tourism Management, Management, Operations and Information Management/OIM, Resource Economics, Isenberg School of Management/SCH-MGMT and Sport Management		
Non-Business			3			
Non-Business			3			
Non-Business			3			
Non-Business			3			
Non-Business			3			

<b>Marketing Major Requirements, Six 3-credit courses</b> <span style="float: right;"><b>4 minimum through Isenberg</b></span>						
Requirement	Course	typically offered	CR	Notes		
Marketing core	MARKETNG 412	Marketing Research	<b>SMR-2 ONLY</b>	3	Prereq Stats 1/MARKETNG301	
9 credits 400 level Marketing	VARIES, Marketing 410, 413, 422, 425, 437, 441, 455, 470/491SM	Upper-level Marketing	SPR/SMR/FAL/WTR	3	Prereq MARKETNG301	
		Upper-level Marketing	SPR/SMR/FAL/WTR	3		
		Upper-level Marketing	SPR/SMR/FAL/WTR	3		
6 credits upper level 300/400 business electives	Accounting, Finance, Management, Operations & Information Mgt/OIM, Isenberg School of Mgt/SCH-MGMT.	300/400 Isenberg	SPR/SMR/FAL/WTR	3	<a href="#">Browse Isenberg business courses by semester.</a> Choose a couple of courses, and e-mail the Instructor for more information about the course, is it exams/quizzes/papers, or group work?	
		300/400 Isenberg	SPR/SMR/FAL/WTR	3		

**The maximum number of transfer credits applied toward a UMass Amherst Bachelor's degree is 75. At least 45 credits must be completed through** the University of Massachusetts Amherst (30 credits minimum starting with your semester of acceptance), for 120 total minimum. Completing a BBA may require more than 120 credits if transferred credits do not apply directly to the BBA degree requirements.

A minimum GPA of 2.0 in your major and overall is required to graduate. A letter grade is required for all required courses. On average, students find that attending spring, summer, and fall, part-time/2 classes/6-8 credits with 24+ hours of coursework per week is manageable. As a part-time program designed for full-time working and family-oriented students, not all majors can be completed on a full-time schedule. Courses are offered often but not all courses are offered every semester, following a completion plan is strongly advised to stay on track. The **Marketing major requires classes that are offered in a 6-week accelerated summer session only.** Most upper-level Marketing classes are offered ONCE a YEAR. For important semester and financial dates, **bookmark the [academic calendar](#).**

**Summer and Winter 6-week** sessions: expect a 24+ hour per week coursework time commitment per 3 credits.

**Spring, Fall, and 13-week Summer** semesters expect a 12+ hour per week coursework time commitment per 3 credits.

**Requirements and courses are subject to change and based on the semester of acceptance.**