

BBA/MBA in Marketing

2019-2020 Catalog

Student: _____

ID#: _____

Advisor: _____

DATE: ____/____/____

Overall Requirements to Graduate

- 120+ semester hours
- Completion of core curriculum
- Completion of a major
- 36 upper division credit hours
- GPA above 2.0
- Major GPA above 2.0
- Minor/Program complete (optional)



UNIVERSITY OF
ST. THOMAS

Credit Hour Breakdown	
Hours completed	
Hours in progress	
Core hours needed	
BBA major hours needed	
(Minor hours needed)	
Elective hours needed	
TOTAL BBA HOURS (120+)	
MBA hours completed	
MBA hours needed	

Core Curriculum (48-50 hours)		Complete	Needed
Theology (9 credit hours) Must take in order. (Pre-req: Phil 1311 or 1315/3315)			
<input type="checkbox"/> THEO 1301/3301 Intro to Sacred Scriptures <input type="checkbox"/> THEO 2301/3311 Teachings of the Catholic Church <input type="checkbox"/> THEO 3349 Christ and the Moral Life (Phil 2314 or 2316/3316)	Students with 30-59 transfer hrs: 6-9 hours THEO 6-9 hours PHIL 3 hours Synthesis <i>(18 hours total)</i>	Students with 60+ transfer hrs: 6 hours THEO 6 hours PHIL NO synthesis <i>(12 hours total)</i>	
Philosophy (9 credit hours) Choose one sequence:			
<u>Systematic Sequence (must take in order)</u> <input type="checkbox"/> PHIL 1311 Philosophy of the Human Person <input type="checkbox"/> PHIL 2314 Ethics <input type="checkbox"/> PHIL 3313 Metaphysics	<u>Historical Sequence (must take in order)</u> <input type="checkbox"/> PHIL 1315/3315 Ancient Philosophy <input type="checkbox"/> PHIL 2316/3316 Medieval Philosophy <input type="checkbox"/> PHIL 3317 – Modern Philosophy		
Synthesis Course (3 credit Hours)			
Choose one synthesis course from the Synthesis Course List.			
English (9 credit hours)* Must take in order.			
<input type="checkbox"/> ENGL 1341 The Classical Tradition: Literature & Composition I <input type="checkbox"/> ENGL 1342 The Middle Ages: Literature & Composition II <input type="checkbox"/> ENGL 2312 The Modern World: Literature & Composition III	*Students with transfer credit: 3 transfer credits: Take 1341/1342 (left) 6 transfer credits: Take ENGL 3312 (below) <input type="checkbox"/> ENGL 3312 Perspectives in World Lit.		
History (6 credit hours) Choose one pair of courses:			
<u>World History</u> <input type="checkbox"/> HIST 1335 World Community I <input type="checkbox"/> HIST 1336 World Community II	<u>U.S. History</u> <input type="checkbox"/> HIST 2333 U.S. History to 1877 <input type="checkbox"/> HIST 2334 U.S. History since 1877		
Social and Behavioral Sciences (6 credit hours) Choose one option:			
<u>Social and Behavioral Sciences Option</u> <input type="checkbox"/> Choose two courses from the Social and Behavioral Sciences Core course list.	<u>Social and Behavioral Sciences + Oral Communication Option</u> <input type="checkbox"/> Choose one course from the Social & Behavioral Sciences Core course list. <input type="checkbox"/> Choose one course from the Communication Core Course list.	(Included in major)	
Natural Sciences (8-10 credit hours) Choose one option:			
<u>Natural Sciences Option (8 credit hours)</u> <input type="checkbox"/> Choose two lecture/laboratory courses from the Natural Sciences Core course list.	<u>Natural Sciences + Modern and Classical Language Option (10 credit hours)</u> <input type="checkbox"/> Choose one lecture/laboratory course from the Natural Sciences Core course list. <input type="checkbox"/> Choose two sequential courses in a language. Courses must be completed in order		
Mathematics (3 credit hours)			
<input type="checkbox"/> Choose one course from the Mathematics Core Course list.		(Included in major)	
Fine Arts (3 credit hours)			
<input type="checkbox"/> Choose one course from the Fine Arts Core Course list.			
Freshman Symposium (1 credit hour) Required for all incoming freshmen.			
<input type="checkbox"/> UNIV 1111 Freshman Symposium			

Last updated on August 28, 2019

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Major Requirements (57 credit hours)	Completed	Needed
Business Core Curriculum (42 credit hours)		
<input type="checkbox"/> ACCT 1341 – Principles of Accounting I <input type="checkbox"/> ACCT 1342 – Principles of Accounting II (ACCT 1341) <input type="checkbox"/> ECON 1331 – Principles of Macroeconomics <input type="checkbox"/> ECON 1332 – Principles of Microeconomics <input type="checkbox"/> DEIS 4333 – Principles of Operations Management (MATH 1353/3332) <input type="checkbox"/> ECON 3331 – International Economics (ECON 1331/1332) <input type="checkbox"/> FINA 3339 – Corporate Finance (ECON 1332, ACCT 1341, MATH 3332) <input type="checkbox"/> MATH 1353 – Mathematics for Economics and Business <input type="checkbox"/> MATH 3332 – Elementary Statistical Methods <input type="checkbox"/> MGMT 2347 – Principles of Management <input type="checkbox"/> MGMT 3320 – Business Communication <input type="checkbox"/> MGMT 3390 – Management Information Systems <input type="checkbox"/> MGMT 4331 – Business Law <input type="checkbox"/> MKTG 3343 – Principles of Marketing		
Marketing Required Courses (9 credit hours) Choose three from the following:		
<i>The course that is not taken must be substituted at the graduate level as part of the Finance Concentration Courses.</i> <input type="checkbox"/> MKTG 3344 – Marketing Applications <input type="checkbox"/> MKTG 3345 – Consumer Behavior <input type="checkbox"/> MKTG 3346 – Advertising and Integrated Marketing Communications <input type="checkbox"/> MKTG 3351 – Marketing Research (MATH 1353; MATH 3332)		
Marketing Electives (6 credit hours)		
<input type="checkbox"/> Six hours of marketing electives with approval of faculty advisor.		

Electives	Completed	Needed
Electives to reach the 120 hour minimum to graduate (13-15 credit hours)		

MINIMUM TOTAL: 120+

MBA Requirements		
MBA Core Courses (27 credit hours)		
<input type="checkbox"/> ACCT 5313 – Managerial Accounting <input type="checkbox"/> MBA 5315 – Operations Mana. and Supply Chain <input type="checkbox"/> FINA 5318 – Financial Management <input type="checkbox"/> MBA 5320 – Marketing Management Theory <input type="checkbox"/> MBA 5322 – Organizational Behavior	<input type="checkbox"/> MBA 5325 – Ethical and Moral Business Management <input type="checkbox"/> MBA 5311 – Managerial Economics <input type="checkbox"/> MBA 5357 – Management Information Systems <input type="checkbox"/> MBA 5370 – Applied Strategic Management	
MBA Marketing Concentration Courses (9 credit hours) Choose three from the following.		
<i>Students in the BBA/MBA must take three of the following courses. One of the three must be the equivalent graduate course of the course that was NOT taken from the list in the undergraduate Finance Required Courses:</i>		
<input type="checkbox"/> MBA 5321 – Marketing Applications and Research <input type="checkbox"/> MBA 5333 – Seminar in Marketing <input type="checkbox"/> MBA 5355 – Global Marketing	<input type="checkbox"/> MBA 5360 – E-Business Strategies <input type="checkbox"/> MBA 5362 – Entrepreneurship <input type="checkbox"/> MBA 5366 – Sourcing Management	