(For students admitted in 2012-13 under the 4-year degree)

BBA in Marketing

In addition to the requirements of their major programs, students are required to complete the University and School requirements for graduation. For details please refer to the respective sections on this website.

Unless approved by the Dean or the Dean's designate, students are not allowed to use courses included in the University Common Core or the School Requirements to fulfill the major requirements.

Major Requirements

			Credit(s)
Required Course(s)			
MARK	3220	Marketing Research	4
MARK	3420	Consumer Behavior	4
MARK	4210	Strategic Marketing	4
Elective(s)			
MARK		MARK Electives (Any 3 courses of the subject as specified, of which at least 2 courses are of the 3000-level or above.)	12