(For students admitted in 2015-16 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 reuse courses that are counted towards the University Common Core or the School Requirements to also fulfill the Major or Option requirements.

Students may use no more than 6 credits earned from courses offered in pure online delivery mode to satisfy the graduation requirements of a degree program. This 6-credit limit does not apply to credits obtained through the credit transfer procedures of the University.

For students graduating with an additional major, they must take all the requirements specified for that major, within which they must complete at least 20 single-counted credits. These 20 credits cannot be used to fulfill any other requirements for graduation except for the 120-credit degree requirement.

Major Requirements

Required Course(s)

			Credit(s) attained
MARK	3220	Marketing Research	4
MARK	3420	Consumer Behavior	4
MARK	4210	Strategic Marketing	4

Elective(s)

		Minimum credit(s) required
MARK	MARK 3000-level or above Electives (Any 3 courses of the subject and level as specified)	12