

# JMU College of Business Advising Checklist

## Marketing, BBA

A Bachelors of Business Administration (BBA) in Marketing from James Madison University requires a minimum of 120 credit hours of undergraduate course work, comprised of the following:

- BBA Degree Requirements (45 credit hours)
- Marketing Major Requirements (27-28 credit hours)
- JMU General Education Program (35-41 credit hours): <https://www.jmu.edu/gened/>
- Minimum 120 credit hours (minimum of 60 from a 4-year school, minimum of 30 from JMU)

**This checklist is a guide to the BBA degree requirements and Marketing major requirements only.** It is not intended to substitute for the course catalog. Students should also reference the catalog year in which they were admitted: <https://www.jmu.edu/catalog/>

When students can enroll in classes is determined by when classes are offered and if the student meets the necessary requisites. Classes not offered every semester and/or with required requisites are indicated as follows:

<sup>F</sup> Offered fall semesters only

Pre-Requisite (Pre): condition/class that must be met/completed prior to taking the class

<sup>S</sup> Offered spring semesters only

Co-Requisite (Co): class that must be completed before or at the same time as taking the class

### Bachelor of Business Administration (BBA) Requirements

All students seeking a BBA degree must complete all of the BBA core components (45 credit hours) as a part of their degree program. The BBA core components are broken down into two groups, the lower level core (27 credit hours completed before formal acceptance to the COB) and the upper level core (18 credit hours completed after formal acceptance to the COB).

#### Lower Level Core Requirements

Students seeking a BBA degree must complete all lower level core requirements with a BBA GPA of at least a 2.7 to be formally accepted to the COB. They must also complete a COB 300 application during the semester when they are completing the lower level core. View more information on the formal acceptance process here: <https://www.jmu.edu/cob/asc/advising/formal-acceptance.shtml>

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 191 – Business Analytics I <sup>1</sup>	3	Pre: MATH 155, calculus, or sufficient score on Math Placement Exam
<input type="checkbox"/> COB 202 – Interpersonal Skills	3	Pre: Sophomore Standing
<input type="checkbox"/> COB 204 – Computer Information Systems	3	
<input type="checkbox"/> COB 241 – Financial Accounting	3	Pre: Sophomore Standing
<input type="checkbox"/> COB 242 – Managerial Accounting <sup>2</sup>	3	Pre: COB 241
<input type="checkbox"/> COB 291 – Business Analytics II	3	Pre: Calculus and COB 191 or equivalent
<input type="checkbox"/> ECON 200 – Introduction to Macroeconomics <sup>3</sup>	3	
<input type="checkbox"/> ECON 201 – Introduction to Microeconomics	3	
<input type="checkbox"/> MATH 205 or MATH 235 – Calculus <sup>4</sup>	3	Pre: MATH 155 or sufficient score on Math Placement Exam
<b>Total</b>	<b>27</b>	

<sup>1</sup> MATH 220 or MATH 229 may be substituted for COB 191. If COB 191 and a substitute are taken and a grade is earned in both, only the COB 191 grade will be used in the BBA GPA calculation.

<sup>2</sup> COB 242 is a prerequisite for COB 300, but is not used in calculating the BBA GPA.

<sup>3</sup> ECON 200 also fulfills the Cluster Four Global Experience (C4GE) General Education requirement.

<sup>4</sup> Calculus is required but not used in calculating the BBA GPA. MATH 231, MATH 233, or ISAT 151 also fulfills the calculus requirement. Calculus also fulfills the Cluster 3 Quantitative Reasoning (C3QR) General Education requirement.

#### Upper Level Core Requirements

The upper-level core is taken after the lower-level core is completed and formal acceptance to the College of Business has been granted. All four COB 300 courses must be taken together during the semester immediately following formal acceptance to the COB.

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 300A – Integrative Business: Management	3	
<input type="checkbox"/> COB 300B – Integrative Business: Finance	3	
<input type="checkbox"/> COB 300C – Integrative Business: Operations	3	
<input type="checkbox"/> COB 300D – Integrative Business: Marketing	3	
<input type="checkbox"/> COB 318 – Legal & Ethical Environment of Business	3	Co: COB 300
<input type="checkbox"/> COB 487 – Strategic Management	3	Pre: COB 318, senior standing, completion of at least one full semester after COB 300
<b>Total</b>	<b>18</b>	

## Marketing Major Requirements

Marketing majors complete 27 credit hours of major specific course work. All marketing majors complete the MKTG major core (15 credit hours) and MKTG elective requirements (12 credit hours). Marketing majors can choose between two concentrations (Professional Sales and Digital Marketing); declaring a concentration is not required. **Students must first be formally accepted to the College of Business before they can take MKTG major courses.**

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> MKTG 384 – Integrated Marketing Communication	3	Pre: COB 300
<input type="checkbox"/> MKTG 385 – Consumer Behavior	3	Pre: COB 300
<input type="checkbox"/> MKTG 430 – Professional Selling	3	Pre: COB 300
<input type="checkbox"/> MKTG 482 – Marketing Analytics	3	Pre: COB 300
<input type="checkbox"/> MKTG 485 – Marketing Management	3	Pre: COB 300; senior standing and MKTG 384 and MKTG 385
<input type="checkbox"/> MKTG elective <sup>1</sup>	3	
<input type="checkbox"/> MKTG elective <sup>1</sup>	3	
<input type="checkbox"/> MKTG elective <sup>1</sup>	3	
<input type="checkbox"/> MKTG elective <sup>1</sup>	3	
<b>Total</b>	<b>27</b>	

<sup>1</sup> MKTG electives include any 300 or 400-level MKTG courses other than the MKTG core courses. 6 out of the 12 credit hours of required MKTG electives can be used to complete a concentration (see optional concentrations below). Reference the course catalog for a complete list of MKTG courses offered: <https://www.jmu.edu/catalog/index.shtml>

### Concentrations (optional)

Marketing students have the option to complete a marketing concentration. Concentrations fit within the required 12 credits of MKTG electives. To complete a concentration, choose at least two of the three elective options.

#### Professional Sales Concentration (choose at least 2 of the following)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> MKTG 455 – Sales Leadership	3	Pre: MKTG 430 and permission from instructor
<input type="checkbox"/> MKTG 465 – CRM Technology for Sales Professionals	3	Pre: MKTG 430
<input type="checkbox"/> MKTG 466 – Advanced Professional Selling <sup>5</sup>	3	Pre: MKTG 430
<b>Total</b>	<b>6</b>	

#### Digital Marketing Concentration (choose at least 2 of the following)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> MKTG 410 – Social Media Marketing	3	Pre: MKTG 384
<input type="checkbox"/> MKTG 470 – Strategic Internet Marketing	3	Pre: MKTG 384
<input type="checkbox"/> MKTG 477 – Digital Marketing Practicum <sup>5</sup>	3	Pre: MKTG 384 and permission from instructor
<b>Total</b>	<b>6</b>	

## Suggested Pathway

Use the following pathway and the course catalog as a guide to creating an academic plan. Your academic plan will be unique based on factors such as class availability, placement scores, and transfer credit, as well as considerations such as a pursuit of a double major, minor, and/or concentration. Consult with your academic advisor to create an individual plan.

Year 1		Year 2		Year 3		Year 4	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MATH 205	COB 191	COB 241	COB 242	COB 300 A-D	COB 318	MKTG 482	COB 487
ECON 200	ECON 201	COB 202	COB 291		MKTG 384	MKTG elective	MKTG 485
	COB 204				MKTG 385	MKTG elective	MKTG elective
					MKTG 430	MKTG elective	