



ANDERSON SCHOOL
OF MANAGEMENT

BBA Marketing Concentration



All concentration information effective for students admitted Fall 2020 or thereafter.

Anderson Core: <i>Bold courses below should be priority.</i>	Required	Earned	Semester
ACCT 2120: Principles of Accounting II <i>Prerequisite: ACCT 2110</i>	3		
MGMT 300: Operations Management <i>Prerequisites: BCIS 1110, ENGL 2120 or 2210, MATH 1350</i>	3		
MGMT 306: Org Behavior & Diversity <i>Prerequisites: ENGL 2120 or 2210, PSYC 1110 or SOCI 1110</i>	3		
MGMT 308: Eth, Pol. & Soc. Environ. <i>Prerequisites: ENGL 2120 or 2210, PSYC 1110 or SOCI 1110</i>	3		
MGMT 310: Legal Issues for Managers <i>Prerequisites: ENGL 2120 or 2210, PSYC 1110 or SOCI 1110</i>	3		
MGMT 322: Marketing Management <i>Prerequisites: ECON 2120, ENGL 2120 or 2210</i>	3		
MGMT 326: Financial Management <i>Prerequisites: ACCT 2110, BCIS 1110, ECON 2120, MATH 1350, 1430</i>	3		
MGMT 328: International Management <i>Prerequisites: ECON 2120, ENGL 2120 or 2210</i>	3		
MGMT 398: Career Management Skills <i>Prerequisites: ENGL 2120 or 2210</i>	1		
MGMT 450: Computer Based Info Sys. <i>(Must be admitted to BBA program.)</i>	3		
MGMT 498: Strategic Management <i>Prerequisite: ACCT 2110, MGMT 300, 306, 308, 310, 322, 326, 328 (Must be admitted to BBA program.)</i>	3		Take in Last Semester
Credit Hours	31		

Concentration: <i>Must be admitted to BBA program.</i>	Prerequisites	Required	Earned	Offered
MGMT 480: Consumer Behavior	MGMT 322	3		Fall & Spring
Choose one course from the list below		3		
MGMT 435: Marketing Strategy	MGMT 322, 480			Fall & Spring
MGMT 481: Marketing Research I	MGMT 322, 480			Fall & Spring
Choose four additional courses from the list below		12		
MGMT 384: Professional Selling	MGMT 322			Spring
MGMT 410: Advertising Campaigns	MGMT 322, 487			Spring
MGMT 411: Social Media and Content Marketing	MGMT 322, Pre/Co MGMT 480			Fall
MGMT 436: Business Analysis Tools				Fall & Spring
MGMT 482: Digital Marketing	MGMT 322 Pre/Co MGMT 480			Fall & Spring
MGMT 483: International Marketing	MGMT 322			Fall
MGMT 484: Sales Practicum	MGMT 322, 384			Fall
MGMT 485: Retailing Management	MGMT 322 Pre/Co MGMT 480			Spring
MGMT 486: Logistics Systems Management	MGMT 300, 322			Spring
MGMT 487: Promotion Management	MGMT 322 Pre/Co MGMT 480			
MGMT 488: Supply Chain Models and Analytics	MGMT 300, 322			Fall
Credit Hours		18		

Totals	Required	Earned	Semester
Pre-Admission Course Work	~40		
ASM Core	31		
Concentration	18		
Upper Division Humanities 300+ level: AFST, AMST, CCS, CLST, COMP, ENGL, HIST, PHIL, or RELG	3		
Free Electives	~28		
Total Credit Hours	120		