

# B.B.A. IN MARKETING

## Overview

Major Area of Specialization in Marketing (People & Society)

The Marketing area of specialization provides business students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major area of specialization prepares students to practice marketing in a changing competitive environment. Specifically, it covers the 4 Ps of marketing (i.e., product/service, price, promotion, and place/distribution) from a managerial perspective. It also offers a basic understanding of how to analyze data to identify insights critical to understanding the target audience. The program is also flexible, allowing students to concentrate on specific areas of professional pursuit such as sales management, digital/social media marketing, marketing data analyst, advertising, retailing, or marketing research.

## Curriculum Requirements

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BBA in Marketing must complete the BBA Business Core and the specific coursework for the Marketing major area of specialization as follows:

Code	Title	Credit Hours
<b>General Education Requirements</b> <sup>1, 2</sup>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II <sup>3</sup> Writing About Literature and Culture	3
Quantitative Skills:		
MAS 110 or MTH 161	Quantitative Applications in Business (fulfilled through the BBA business core) Calculus I	
Areas of Knowledge:		
Arts and Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
UMX 100	The University of Miami Experience	0
<b>Electives</b>		<b>26</b>
<b>BBA Business Core Requirements</b> <sup>1</sup>		
ACC 211	Principles of Financial Accounting	3
ACC 212	Managerial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business <sup>3</sup>	3
ECO 211	Principles of Microeconomics (Microeconomics)	3
ECO 212	Principles of Macroeconomics (Macroeconomics)	3
FIN 302	Fundamentals of Finance	3
MAS 110 or MTH 161	Quantitative Applications in Business (minimum grade of C- required; fulfills Quantitative Skills Requirement) Calculus I	3
MAS 201	Introduction to Business Statistics (minimum grade of C- required)	3
MAS 202	Intermediate Business Statistics	3
MGT 100	Managing for Success in the Global Environment	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course) Professional Development for Finance and Accounting	1
MGT 303	Operations Management	3
MGT 304	Organizational Behavior	3

MGT 401	Strategic Management (taken in the final semester)	3
MKT 201 or MKT 301	Foundations of Marketing Marketing Foundations	3
<b>Major Area of Specialization in Marketing</b> <sup>4, 5</sup>		
MKT 201 or MKT 301	Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses) <sup>6</sup> Marketing Foundations	
MKT 302	Marketing Research and Market Analysis (pre-requisites MKT 201/ MKT 301 & MAS 202 or MAS 312)	3
MKT 403	Marketing Management (pre-requisite FIN 302 and pre- or co-requisite of MKT 302)	3
<b>Major Choice Courses - Select four MKT courses (12 credit hours). At most, two courses (6 credit hours) identified as STEM may be selected from the available choice courses.</b>		<b>12</b>
MKT 310	Consumer Behavior and Marketing Strategy	
MKT 320	Retailing	
MKT 340	Professional Selling	
MKT 350	Luxury Marketing	
MKT 360	International Marketing	
MKT 361	Brand Content Management	
MKT 364	Brand Management	
MKT 365	Brand Story Telling	
MKT 380	New Product Development	
MKT 385	Marketing for Entrepreneurs	
MKT 386	Advertising Management	
MKT 387	Digital Marketing	
MKT 388	Health Care Marketing	
MKT 469	International Marketing Management (pre-requisite MKT 360 and pre- or co-requisite of MKT 302)	
MKT 498	Special Topics in Marketing (People and Society Topics)	
<b>STEM-Designated Courses -- only 6 credit hours permitted from this area</b>		
MKT 311	Pricing	
MKT 369	Marketing Analytics (pre-requisites MKT 201/MKT 301 and BUS 150 and MAS 202 or MAS 312)	
MKT 370	Cases in Marketing Analytics	
MKT 371	Application of Artificial Intelligence in Marketing	
MKT 372	Text and Image Analysis for Marketing	
MKT 389	Digital Media Metrics	
MKT 499	Special Topics in Marketing (STEM topics)	
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> **NOTE:** WRS 105 and WRS 106 or ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.

<sup>2</sup> At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean for Undergraduate Business Education.

<sup>3</sup> Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 230 with at least a C- before enrolling in BUS 300.

<sup>4</sup> In order to pursue a major area of specialization in Marketing, a student must earn a grade of "B" (grade point of 3.0) or higher in MKT 201/MKT 301 (note that a grade of B- does not qualify).

<sup>5</sup> All specific coursework for the major area of specialization in Marketing must be completed with a grade of "C-" or higher (except for the minimum "B" grade required for MKT 201/MKT 301 as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All graded departmental courses in Marketing will be calculated into the major GPA. All courses must be completed within the current pre-requisite structure.

<sup>6</sup> MKT 201 is intended for freshman business students only. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher. Students may not take both MKT 201 and MKT 301.

## Sample Plan of Study

This Sample Plan of Study represents one possible version of a new freshman business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors, or a major and a minor, within Miami Herbert Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge is Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

<b>Freshman Year</b>		
<b>Fall</b>		<b>Credit Hours</b>
ECO 211	Principles of Microeconomics	3
MAS 110 or MTH 161	Quantitative Applications in Business or Calculus I	3
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
BSL 212	Introduction to Business Law and Ethics	3
ECO 212	Principles of Macroeconomics	3
MAS 201	Introduction to Business Statistics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
ACC 211	Principles of Financial Accounting	3
BUS 150	Business Analytics	3
MAS 202	Intermediate Business Statistics	3
MGT 304	Organizational Behavior	3
Arts and Humanities Cognate Course		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ACC 212	Managerial Accounting	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MGT 199	Professional Development and Success in the Workplace	1
Marketing Major Choice		3
<b>Credit Hours</b>		<b>16</b>
<b>Junior Year</b>		
<b>Fall</b>		
MGT 303	Operations Management	3
Arts and Humanities Cognate Course		3

Marketing Major Choice		3
STEM Cognate Course		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MKT 302	Marketing Research and Market Analysis	3
Marketing Major Choice		3
STEM Cognate Course		3
Elective		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Senior Year</b>		
<b>Fall</b>		
Marketing Major Choice		3
STEM Cognate Course		3
Elective		3
Elective		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MGT 401	Strategic Management	3
MKT 403	Marketing Management	3
Elective		3
Elective		3
Elective		2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>120</b>

## Mission

- To develop innovative ideas and principled leaders that transform global business and society.

## Goals

A program of study in marketing offers business students a comprehensive understanding of such topics as:

- Marketing's critical role within organizations;
- Identification of markets for products and services through better understanding and analysis of consumers' wants and needs;
- The nature of global competition and identification of viable competitive strategies;
- Methods used in planning and implementing marketing strategies.

## Student Learning Outcomes

- BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.
- BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.
- BBA/BSBA graduates will demonstrate professional written communication skills.