

Bachelor of Business Administration in Marketing

The Bachelor of Business Administration (BBA) in Marketing prepares students for careers in the marketing profession in business corporations, governments as well as non-profit organizations. Students gain knowledge in principles of marketing, essential skills to create, communicate, deliver, and exchange marketing information and values for customers, clients, partners, and society at large. Students learn various tools for marketing planning, pricing, promotion, and distribution of ideas, goods, and services in local, national, and global markets as well as designing, executing, and analyzing social media, marketing research, and analytics. This degree also prepares students for graduate studies in marketing.

The BBA in Marketing is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Admission Requirements

- Complete the Admission Requirements for Baccalaureate D (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>)egrees (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>).

Graduation Requirements

- Complete the General University Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/>).
- Complete the General Education Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/>).
 - For 3 credits of Tier 1 Quantitative Skills, choose MATH A121 or MATH A151.
 - For 3 credits of Tier 1 Written Communication Skills, choose WRTG A212.
 - For 3 credits of Tier 1 Oral Communication Skills, choose COMM A111 or COMM A241.
 - For 6 credits of Tier 2 Social Sciences, choose ECON A101 and ECON A102.
- Complete the CBPP Bachelor of Business Administration Requirements (<http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/#collegerequirementstext>).
- Complete the following major requirements with a minimum grade of C:

Code	Title	Credits
BA A151	Business Foundations	3
BA A381	Consumer Behavior and Relationship Management	3
BA A383	Market Research: Methods, Metrics and Strategies	3

BA A388	Globalization and Business Environment	3
BA A460	Marketing Management	3
BA A462	Strategic Management	3
BA A480	Marketing Media Analytics	3
BA A482	Integrated Marketing Communications	3
9 additional credits of upper-division electives in ACCT, BA, BADA, ECON, HA, or LOG. Recommended courses include:		9
BA A347	International Marketing	
BA A387	International Business Management	
BA A461	Negotiation and Conflict Management	
ECON A363	International Economics	
Total		33

A minimum of 120 credits is required for the degree, of which 45 must be upper-division.