

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 Application and Admission Requirements for Baccalaureate Programs (<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/>).
- Complete the CBPP Bachelor of Business Administration Requirements (<http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/#collegerequirementstext>).
- Complete the major requirements below with with a minimum grade of C.

Major Requirements

Code	Title	Credits
BA/JUST A241	Business Law I	3
BA A375	Statistics for Business and Economics	3
or ECON A312	Econometrics for Business and Economics	
or ECON A329	Economic and Business Forecasting	
BA A381	Consumer Behavior and Relationship Management	3
BA A383	Market Research: Methods, Metrics and Strategies	3
BA A460	Marketing Management	3
BA A480	Marketing Media Analytics	3

BA A482	Integrated Marketing Communications	3
MATH A221	Applied Calculus for Managerial and Social Sciences	3-4
or MATH A251	Calculus I	
Complete an additional 6 credits of upper-division electives in ACCT, BA, CIS, ECON or LOG. Recommended courses include:		6
BA A347	International Marketing	
Total		30-31

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

Program Student Learning Outcomes

Students graduating with a Bachelor of Business Administration in Marketing will be able to demonstrate:

- A baccalaureate content knowledge of the Marketing discipline.
- Knowledge of local, state, and global perspectives in business.
- Ability to apply analytical thinking.
- Skills in professional interactions and human relations.