

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.

Program Student Learning Outcomes

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

- Demonstrate baccalaureate content knowledge of their major discipline.
- Convey knowledge of business perspectives.
- Apply analytical techniques to solve business problems.
- Demonstrate effective communication skills.

Sample Plan

The academic plan below is one pathway through the degree/certificate. It includes all requirements, taking into account recommendations from program faculty. Each student's plan may vary according to their initial course placement (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/academicstandardsregulations/courseplacement/>), intended course load, additional majors and/or minors, and their placement into required prerequisite courses. Any change in the plan below can have an unforeseen impact on the rest of the plan. **Therefore, it is very important to meet with your academic advisor to verify your personal academic plan.**

Please review the following terms, definitions, and resources associated with the sample academic plan below.

- Each course in the far left column links to a pop-up bubble with a course description, prerequisite requirements, and associations with university requirements. For example, if a course fulfills a general education requirement, you will see that in the pop-up bubble.
- GER:** indicates a General Education Requirement (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/>). GERs that also count toward degree/certificate requirements appear as a specific course in the plan. For these courses, "GER" is not indicated explicitly in the

table, but if you click on the course, you will see the course's GER status in the pop-up bubble.

- **Program Elective:** indicates a specific course selection determined by program faculty to fulfill a degree/certificate requirement. Students should seek assistance from their academic advisor.
- **Elective:** indicates an open selection of 100-400 level university courses to fulfill elective credits needed to meet the minimum total credits toward the degree/certificate.
- **Upper Division Program Elective:** indicates a specific 300-400 level course selection determined by the program faculty to fulfill a degree/certificate requirement. Students should seek assistance from their academic advisor.
- **Upper Division Elective:** indicates an open selection of 300-400 level courses to fulfill elective credits needed to meet the minimum total credits toward the degree/certificate. These courses must be upper division in order to meet General University Requirements for the particular degree/certificate type.

Course	Title	Credits
First Year		
Fall		
BA A151	Business Foundations	3
COMM A111	Fundamentals of Oral Communication	3
WRTG A111	Writing Across Contexts	3
GER Fine Arts		3
GER Humanities		3
Credits		15
Spring		
BADA A110	Computer Concepts in Business	3
MATH A121 or MATH A151	College Algebra for Managerial and Social Sciences or College Algebra for Calculus	3-4
WRTG A212	Writing and the Professions	3
GER Humanities		3
GER Natural Sciences w/ Lab		4
Credits		16-17
Second Year		
Fall		
ACCT A201	Principles of Financial Accounting	3
BA A241	Business Law I	3
BA A280	Managerial Communications	3
ECON A101	Principles of Microeconomics	3
MATH A221 or MATH A251 or MATH A251F	Applied Calculus for Managerial and Social Sciences or Calculus I or F.A.T. Calculus I	3-6
Credits		15-18
Spring		
ACCT A202	Principles of Managerial Accounting	3
ECON A102	Principles of Macroeconomics	3

ECON A227	Introductory Statistics for Economics and Business	3
GER Natural Sciences		3
Elective		3
Credits		15
Third Year		
Fall		
BA A300	Organizational Theory and Behavior	3
BA A325	Corporate Finance	3
BA A343	Principles of Marketing	3
BA A375 or BADA A470 or ECON A312 or ECON A329	Statistics for Business and Economics or Business Analytics, Data Science, and Machine Learning or Econometrics for Business and Economics or Economic and Business Forecasting	3
GER Alaska Native-Themed or Elective		3
Credits		15
Spring		
BA A376	Management Information Systems	3
BA A381	Consumer Behavior and Relationship Management	3
BA A482	Integrated Marketing Communications	3
GER Diversity & Inclusion or Elective		3
Upper Division Program Elective (ACCT, BA, BADA, ECON, HA, or LOG)		3
Credits		15
Fourth Year		
Fall		
BA A383	Market Research: Methods, Metrics and Strategies	3
BA A388	Globalization and Business Environment	3
BA A462	Strategic Management	3
Upper Division Program Elective (ACCT, BA, BADA, ECON, HA, or LOG)		3
Elective		3
Credits		15
Spring		
BA A460	Marketing Management	3
BA A480	Marketing Media Analytics	3
Upper Division Program Elective (ACCT, BA, BADA, ECON, HA, or LOG)		3
Elective		3
Elective		0-2
Credits		12-14
Total Credits		118-124