

Degree Requirements for Isenberg's BBA | Marketing Undergraduate Online Degree Completion Program

Course	Title	Prerequisite
University General Education		
MATH 127	Calculus (R1) and (R2)	proficiency in high school algebra
ECON 103	Microeconomics (SB)	
ECON 104	Macroeconomics (SB)	
ENGLWRIT 112	College Writing (CW)	
Biological Science (BS)	various	
Physical Science (PS)	various	
Literature (AL) or Arts (AT)	various	
Historical Studies (HS)	various	
United States Diversity (DU)	various	
Global Diversity (DG)	various	
Gen Ed Elective	various	
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Isenberg Core - 13 Courses, 37 credits		
ACCOUNTG 221	Principles of Financial Accounting	
ACCOUNTG 222	Principles of Managerial Accounting	ACCOUNTG 221
FINANCE 301	Corporate Finance	ACCOUNTG 221, statistics, calculus
MANAGMNT 301	Principles of Management	
MARKETNG 301	Fundamentals of Marketing	
OIM 210	Intro to Business Info Systems	
OIM 240/Statistics	Business Data Analysis	
OIM 301	Intro to Operations Management	Statistics
SCH-MGMT 200	Career and Professional Development	
SCH-MGMT 201	Diversity and Inclusion in Business	starting Summer 2022
SCH-MGMT 260	Introduction to Law	
SCH-MGMT 310	Management Communications	Jr. Year Writing/Prereq Jr Status
MANAGMNT 494BI	Business Policy and Strategy	Integrative Experience/Sr Status
Breadth: 18 Credits Summer 2022 and forward. Prior to summer 2022: 21 breadth credits are required.		
Non-business Electives	various	
Marketing Major: One Core Marketing courses, 3 credits		
MARKETNG 412 offered summer session-2	Marketing Research	Statistics & MARKETNG301
Marketing Major: Three upper level Marketing courses, 9 credits		
Choose three from; Marketing 413 offered summer -1 & winter	Social Media & Marketing Analytics	MARKETNG301
Marketing 491SM offered fall semesters	Marketing for Sustainable Business	MARKETNG301
Marketing 425 offered fall semesters	Sales & Distribution Strategy	MARKETNG301
Marketing 455 offered summer session - 2	Internet Marketing	MARKETNG301
Marketing Major: Two upper level business electives, 6 credits.		
Two 3CR upper business electives from Accounting, Finance, HTM, Management, Marketing, OIM/Operations and Information Mgt, Isenberg School of Mgt/SCH-MGMT, Sport Management	300/400 Isenberg Buisness elective	
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Course	Title	Prerequisite

**120 credits minimum are required to graduate. Requirements are subject to change and based on semester of acceptance.
Minimum 45 credits taken through UMass Amherst as well as completion of all program requirements.**

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