

Isenberg Online Degree Completion Curriculum Summary

Bachelor of Business Administration/BBA – Marketing major

[University transferable course tips](#) and [Gen-Ed transfer guide](#)

Former UMass Amherst students will be held to gen-ed requirements the first time admitted.

University Requirement	BBA Requirement	Course	generally offered	CR	Notes	45CR Min
College Writing/CW/ ENGLWRIT112	-	ENGLWRIT112	SMR-13 week	3		
Math/R1&AnalyticalReasoning/R2	Calculus	MATH127	varies	3		
Biological Science/BS	-	varies	varies	4		
Physical Science/PS	-	varies	varies	4		
Arts/Literature/AL, AT	-	varies	varies	4		
Historical Studies/HS	-	varies	varies	4		
Social and Behavioral Science/SB	Microeconomics	ECON103	varies	4		
Social World/SB	Macroeconomics	ECON104	varies	4		
Gen-ed elective	-	varies	varies	4		
Gen-ed elective	-	varies	varies	4		
US Diversity/DU	-	varies	varies	4		
Global Diversity/DG	-	varies	varies	4		

BBA Core Requirements

More than 50% MUST BE taken through UMass Amherst

Requirement	Course	generally offered	CR	Notes
Financial Accounting	ACCOUNTG 221	SPR/SMR-13 week/FAL	3	
Managerial Accounting	ACCOUNTG 222	SPR/SMR-13 week	3	Prereq ACCOUNTG221
Microeconomics	ECON103	SPR/SMR/FAL	-	See Social and Behavioral Science/SB gen-ed
Macroeconomics	ECON104	SPR/SMR/FAL	-	Social World/SB gen-ed
Corporate Finance	FINANCE 301	SPR/SMR1 or 2/FAL	3	Prereq ACCOUNTG221 and OIM 240, calculus recommended
Principles of Management	MANAGMNT 301	SPR/SMR-1 or 2/FAL	3	
Fundamentals of Marketing	MARKETNG 301	SPR/SMR-1 or 2/FAL	3	
Calculus	MATH 127	SPR/SMR/FAL	-	See Math/R1&AnalyticalReasoning/R2 gen-ed
Intro to Business Info Systems	OIM 210	SPR/SMR13-WEEK/FAL	3	Course subject = Operations and Information Management
Statistics/Business Data Analysis	OIM 240	SPR/ SMR13-WEEK/FAL	3	Course subject = Operations and Information Management
Intro to Operations Management	OIM 301	SMR13-WEEK/FAL	3	Prereq OIM 240
Career/Professional Dev.	SCH-MGMT 200	SPR/SMR-1/FAL	1	Course subject = Isenberg School of Management
Diversity/Inclusion in Business	SCH-MGMT 201	SPR/SMR/FAL	3	Course subject = Isenberg School of Management
Introduction to Law	SCH-MGMT 260	SMR-1/FAL	3	
Management Communications	SCH-MGMT 310	SPR/SMR1 or 2/FAL	3	Jr. Year Writing, Prereq ENGLWRIT112, Jr Status
Business Policy & Strategy	MANAGMNT 494BI	SPR/SMR-1 or 2	3	Integrative Experience/Sr Status/ Take last semester possible

BBA Breadth/non-business 18 credits minimum, one Economics or Resource Economics class eligible

Requirement	Course	generally offered	CR	Notes
Non-Business			3	18 credits in non-business courses, anything EXCEPT, Accounting, Economics, Finance, Hospitality & Tourism Management, Management, Operations and Information Management/OIM, Resource Economics, Isenberg School of Management/SCH-MGMT and Sport Management
Non-Business			3	
Non-Business			3	
Non-Business			3	
Non-Business			3	
Non-Business			3	

Marketing Major Requirements, six 3-credit courses All Marketing via Isenberg, one elective minimum via Isenberg

Requirement	Course	generally offered	CR	Notes
Marketing core	MARKETNG 412	Marketing Research	SMR-2 ONLY	3 Prereq Stats 1/MARKETNG301
9 credits Upper level Marketing	FAL – 425, VARIES SMR – 1 413, 441, VARIES SMR – 2 437, 455, VARIES WTR – 413, 422 VARIES SPR - 410, 437, VARIES	Upper-level Marketing	VARIES	3
		Upper-level Marketing	VARIES	3
		Upper-level Marketing	VARIES	3
6 credits upper business electives	Accounting, Finance, Management, Operations and Information Mgt/OIM, Isenberg School of Mgt/SCH-MGMT.	300/400 Isenberg	SPR/SMR/FAL/WTR	3
		300/400 Isenberg	SPR/SMR/FAL/WTR	3

The maximum number of transfer credits, which may be applied toward a UMass Amherst Bachelor's degree is 75. At least 45 credits must be completed through the University of Massachusetts Amherst (30 credits minimum starting with your semester of acceptance), for 120 total, as well as satisfying all program requirements.

A minimum GPA of 2.0 in your major and overall is required to graduate. Letter grade required for all required courses.

On average, students find attending spring, summer, and fall, part-time/2 classes/6-8 credits with 24 hours of coursework per week manageable. Courses are offered often but not all courses are offered every semester, following a completion plan is strongly advised to stay on track. As a part-time program designed for full-time working and family-oriented students, not all majors can be completed on a full-time schedule and some majors like **Marketing require classes that are offered in summer only.**

For important semester and financial dates, **bookmark the [academic calendar](#).**

Summer/SMR and Winter/WTR sessions: 6-weeks; expect a 24 hour per week time commitment per 3 credits.

Spring/SPR, Fall/FAL, AND 13-weeks Summer/SMR semesters, expect a 12 hour per week time commitment per 3 credits.

Requirements and course offerings are subject to change and based on the semester of acceptance.