

Isenberg Online Degree Completion Program

Bachelor of Business Administration/BBA – Marketing Major

Curriculum Summary

University transferable course tips , gen-ed transfer guide , Mass Comm Colleges Transfer Database						
University Requirement	BBA Requirement	Course	typically offered	CR	Notes	45CR Min
College Writing/CW/ENGLWRIT112	-	ENGLWRIT112	SMR	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	typically 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			
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		
Inclusive Leadership for Global Workplaces	SCH-MGMT 201	SPR/SMR/FAL	3			
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	typically offered	CR = 18	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 classes		All Marketing and 1 elective minimum via Isenberg				
Requirement	Course	typically offered	CR	Notes		
Marketing core	MARKETNG 412	Marketing Research	SMR-2 ONLY	3	Prereq Stats 1/MARKETNG301	
9 credits 400 level Marketing	VARIES, Marketing 410, 413, 422, 425, 437, 441, 455, 470/491SM	Upper-level Marketing	SPR/SMR/FAL/WTR	3	Prereq MARKETNG301	
		Upper-level Marketing	SPR/SMR/FAL/WTR	3		
		Upper-level Marketing	SPR/SMR/FAL/WTR	3		
6 credits upper level 300/400 business electives	Accounting, Finance, Management, Operations & Information Mgt/OIM, Isenberg School of Mgt/SCH-MGMT.	300/400 Isenberg	SPR/SMR/FAL/WTR	3	Browse Isenberg business courses by semester. Choose a couple of courses, and e-mail the Instructor for more information about the course, is it exams/quizzes/papers, or group work?	
		300/400 Isenberg	SPR/SMR/FAL/WTR	3		

The maximum number of transfer credits 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 minimum, more if transferred credits do not apply directly to the BBA degree.

A minimum GPA of 2.0 in your major and overall is required to graduate. All required gen-eds, BBA core, and major courses must be a letter grade, one breadth course per semester may be taken pass/fail.

On average, students find that attending spring, summer, and fall, part-time/2 classes/6-8 credits with 24+ hours of coursework per week is manageable.

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. Courses are offered often but not all courses are offered every semester. For important semester and financial dates, **bookmark the [academic calendar](#).**

Summer and Winter 6-week sessions: expect a 24+ hour per week coursework time commitment per 3 credits. **Spring, Fall, and 13-week Summer** semesters expect a 12+ hour per week coursework time commitment per 3 credits.

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