

# Isenberg Online Degree Completion Program

## Bachelor of Business Administration/BBA – Marketing Major

### Curriculum Summary

University <a href="#">transferable course tips</a> , <a href="#">gen-ed transfer guide</a> , <a href="#">Mass Comm Colleges Transfer Database</a>						
University Requirement	BBA Requirement	Course	<a href="#">typically offered</a>	CR	Notes	45CR Min
College Writing/CW/ENGLWRIT112	-	ENGLWRIT112	WTR/SMR	3		
Math/R1&AnalyticalReasoning/R2	Calculus	MATH127	WTR/SPR/SMR/FAL	3		
Biological Science/BS	-	varies	WTR/SPR/SMR/FAL	4		
Physical Science/PS	-	varies	WTR/SPR/SMR/FAL	4		
Arts/Literature/AL, AT	-	varies	WTR/SPR/SMR/FAL	4		
Historical Studies/HS	-	varies	WTR/SPR/SMR/FAL	4		
Social and Behavioral Science/SB	Microeconomics	ECON103	WTR/SPR/SMR/FAL	4		
Social World/SB	Macroeconomics	ECON104	WTR/SPR/SMR/FAL	4		
Gen-ed elective	-	varies	WTR/SPR/SMR/FAL	4		
Gen-ed elective	-	varies	WTR/SPR/SMR/FAL	4		
US Diversity/DU	-	varies	WTR/SPR/SMR/FAL	4		
Global Diversity/DG	-	varies	WTR/SPR/SMR/FAL	4		

BBA Core Requirements			50% MUST BE taken through UMass Amherst			
Requirement	Course	<a href="#">typically offered</a>	CR	Notes		
Financial Accounting	ACCOUNTG 221	WTR/SPR/SMR/FAL	3			
Managerial Accounting	ACCOUNTG 222	WTR/SPR/SMR-13week	3	Prereq ACCOUNTG221		
Microeconomics	ECON103	WTR/SPR/SMR/FAL	-	See Social and Behavioral Science/SB gen-ed		
Macroeconomics	ECON104	WTR/SPR/SMR/FAL	-	Social World/SB gen-ed		
Fundamentals of Finance	FINANCE 301	WTR/SPR/SMR1 or 2/FAL	3	Prereq ACCOUNTG221 and OIM 240, calculus recommended		
Principles of Management	MANAGMNT 301	WTR/SPR/SMR-1 or 2/FAL	3			
Fundamentals of Marketing	MARKETNG 301	WTR/SPR/SMR-1 or 2/FAL	3			
Calculus	MATH 127	WTR/SPR/SMR/FAL	-	See Math/R1&AnalyticalReasoning/R2 gen-ed		
Intro to Business Info Systems	OIM 210	WTR/SPR/SMR-13week/FAL	3	Course subject = Operations and Information Management		
Statistics/Business Data Analysis	OIM 240	SPR/SMR-13week/FAL	3			
Intro to Operations Management	OIM 301	SMR-13week /FAL	3	Prereq OIM 240		
Career/Professional Dev.	SCH-MGMT 200	WTR/SPR/SMR-1/FAL	1	Course subject = Isenberg School of Management		
Inclusive Leadership for Global Workplaces	SCH-MGMT 201	WTR/SPR/SMR/FAL	3	Semester of acceptance Summer 2022 – Summer 2025 only		
Introduction to Law	SCH-MGMT 260	SMR-1/FAL	3			
Management Communications	SCH-MGMT 310	WTR/SPR/SMR-1 or 2	3	Jr. Year Writing, Prereq ENGLWRIT112, Jr Status		
Business Policy & Strategy	MANAGMNT 494BI	WTR/SPR/SMR-1 or 2/FAL	3	Integrative Experience/Sr Status/ <b>Take last semester possible</b>		

BBA Breadth/non-business 18 or 21 *credits minimum, one Economics or Resource Economics class eligible						
Requirement	Course	<a href="#">typically offered</a>	*CR = 18 or 21	Notes		
Non-Business			3	18 or 21 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			
Non-Business			3	<b>*Semester of acceptance</b> SMR22 - SMR25 = 18, SPR22 & prior and FAL25 - present = 21		

Marketing Major Requirements, six 3-credit classes			All Marketing and 1 elective minimum via Isenberg			
Requirement	Course	<a href="#">typically offered</a>	CR	Notes		
Marketing core	MARKETNG 412	Marketing Research	<b>SMR-2 ONLY</b>	3	Prereq Stats 1/MARKETNG301	
9 credits 400 level Marketing	VARIES, Marketing 410, 413, 422, 425, 437, 441, 455, 470	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 302+/400 business electives	Accounting, Finance, Management, Operations & Information Mgt/OIM, Isenberg School of Mgt/SCH-MGMT.	300/400 Isenberg	SPR/SMR/FAL/WTR	3	<a href="#">Browse Isenberg business courses by semester.</a> 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, maybe over 120 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.

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.**