

JMU College of Business Advising Checklist

Marketing, BBA

A Bachelor of Business Administration (BBA) in Marketing from James Madison University requires a minimum of 120 credit hours of undergraduate coursework (minimum of 60 from a 4-year school, minimum of 30 from JMU), comprised of the following:

- BBA Core (45 credit hours)
- Marketing Major (27 credit hours)
- JMU General Education Program (35-41 credit hours): <https://www.jmu.edu/gened/>
- Electives to meet the minimum 120 credit hours

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog: <https://www.jmu.edu/catalog/>. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by the Director of the CoB Advising and Support Center in August 2024. For more information contact the CoB Advising and Support Center: <https://www.jmu.edu/cobasc>.

Bachelor of Business Administration (BBA) Core Requirements

All students seeking a BBA degree must complete all of the BBA core components (45 credit hours) and be formally accepted to the CoB as a part of their degree program. The BBA core components are broken down into two groups, the lower-level core (completed before formal acceptance) and the upper-level core (completed after formal acceptance).

BBA Core Progression: Formal Acceptance to the CoB

To be formally accepted to the College of Business, students seeking a BBA degree must complete the following requirements.

- Complete all lower-level BBA core requirements. No lower-level core course may be attempted more than two times.
- Earn a BBA GPA of at least a 2.7 earned in lower-level BBA core courses excluding calculus and COB 242. The university policy for calculating repeat credit and repeat forgiveness will be honored. Only grades received at JMU are used in the GPA calculation.
- Complete a COB 300 application by the deadline for the semester they intend to enroll in COB 300.

The BBA GPA calculator, COB 300 application, and more information are available here: <https://www.jmu.edu/cob/asc/advising/formal-acceptance.shtml>

Lower-Level BBA Core Requirements (27 credit hours completed before formal acceptance)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 191 – Business Analytics I ¹	3	Pre: MATH 155, calculus, or sufficient score on math placement exam
<input type="checkbox"/> COB 202 – Interpersonal Skills	3	Pre: Sophomore standing
<input type="checkbox"/> COB 204 – Computer Information Systems	3	
<input type="checkbox"/> COB 241 – Financial Accounting	3	Pre: Sophomore standing
<input type="checkbox"/> COB 242 – Managerial Accounting	3	Pre: COB 241
<input type="checkbox"/> COB 291 – Business Analytics II	3	Pre: Calculus and COB 191 or equivalent
<input type="checkbox"/> ECON 200 – Introduction to Macroeconomics ²	3	
<input type="checkbox"/> ECON 201 – Introduction to Microeconomics	3	
<input type="checkbox"/> MATH 205 or MATH 235 – Calculus ³	3	Pre: MATH 135/155 or sufficient score on Math Placement Exam
Total	27	

¹ MATH 220 or MATH 229 may be substituted for COB 191. If COB 191 and a substitute are taken and a grade is earned in both, only the COB 191 grade will be used in the BBA GPA calculation.

² ECON 200 also fulfills the Cluster Four Global Experience (C4GE) General Education requirement.

³ MATH 231, MATH 233, or ISAT 151 also fulfills the calculus requirement. Calculus also fulfills the Cluster 3 Quantitative Reasoning (C3QR) General Education requirement.

Upper-Level BBA Core Requirements (18 credit hours completed after formal acceptance)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 300A – Integrative Business: Management ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300B – Integrative Business: Finance ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300C – Integrative Business: Operations ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300D – Integrative Business: Marketing ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 318 – Legal & Ethical Environment of Business	3	Co: COB 300
<input type="checkbox"/> COB 487 – Strategic Management	3	Pre: COB 318, senior standing, completion of at least one full semester after COB 300
Total	18	

¹ COB 300 courses are taken concurrently during the semester immediately following formal acceptance.

Marketing (MKTG) Major Requirements

Marketing majors complete 27 credit hours of major-specific coursework. All marketing majors complete the MKTG major core (15 credit hours) and MKTG elective requirements (12 credit hours). Marketing majors can choose between two concentrations (Professional Sales or Digital Marketing); declaring a concentration is not required. **Students must first be formally accepted to the College of Business before they can take marketing major courses.**

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> MKTG 384 – Integrated Marketing Communication	3	Pre: COB 300
<input type="checkbox"/> MKTG 385 – Consumer Behavior	3	Pre: COB 300
<input type="checkbox"/> MKTG 430 – Professional Selling	3	Pre: COB 300
<input type="checkbox"/> MKTG 482 – Marketing Analytics	3	Pre: COB 300
<input type="checkbox"/> MKTG 485 – Marketing Management	3	Pre: COB 300; senior standing and MKTG 384 and MKTG 385
<input type="checkbox"/> MKTG elective ¹	3	
<input type="checkbox"/> MKTG elective ¹	3	
<input type="checkbox"/> MKTG elective ¹	3	
<input type="checkbox"/> MKTG elective ¹	3	
Total	27	

¹ MKTG electives include any 300 or 400-level MKTG courses other than the MKTG core courses and MKTG 380. Six out of the twelve credit hours of required MKTG electives can be used to complete a concentration (see optional concentrations below). Reference the course catalog for a complete list of MKTG courses offered: <https://www.jmu.edu/catalog/index.shtml>

Concentrations (optional)

Marketing students have the option to complete a marketing concentration. Concentration classes cover six credits of MKTG electives.

Professional Sales Concentration

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
Required:		
<input type="checkbox"/> MKTG 466 – Advanced Professional Selling	3	Pre: MKTG 430
Choose one:		
<input type="checkbox"/> MKTG 455 – Sales Leadership	3	Pre: MKTG 430 and permission from instructor
<input type="checkbox"/> MKTG 465 – CRM Technology for Sales Professionals	3	Pre: MKTG 430
Total	6	

Digital Marketing Concentration

Class (Choose two)	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> MKTG 410 – Social Media Marketing	3	Pre: MKTG 384
<input type="checkbox"/> MKTG 470 – Strategic Internet Marketing	3	Pre: MKTG 384
<input type="checkbox"/> MKTG 477 – Digital Marketing Practicum ⁵	3	Pre: MKTG 384 and permission from instructor
Total	6	

Suggested Pathway

Use the following pathway and the course catalog as a guide to creating an academic plan. Your academic plan will be unique based on factors such as completion of requisites, class availability, placement scores, and transfer credit, as well as considerations such as a pursuit of a double major, minor, and/or concentration. Consult with your academic advisor to create an individual plan.

Year 1		Year 2		Year 3		Year 4	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MATH 205	COB 191	COB 241	COB 242	COB 300 A	MKTG 384	MKTG 482	MKTG 485
ECON 200	ECON 201	COB 291	COB 202	COB 300 B	MKTG 385	MKTG elective	MKTG elective
	COB 204			COB 300 C	MKTG 430	MKTG elective	MKTG elective
				COB 300 D		COB 318	COB 487