BUSINESS ADMINISTRATION, B.S. - MARKETING M.B.A. ACCELERATED PATHWAY

The B.S. in Business Administration (Concentration: Marketing M.B.A. Accelerated Pathway) provides high-achieving students with the opportunity to complete foundational graduate coursework during their senior year of undergraduate study in order to accelerate graduate degree completion. This competitive program allows admitted students the opportunity to complete their bachelor’s degree and the Master of Business Administration in five years.

The program outline and graduation requirements are listed below. In addition, free electives are selected to reach 120 credits overall and a 3.0 cumulative GPA is required for graduation.

The department website provides an overview of the program, admission requirements (when applicable), faculty biographies, learning outcomes, and careers: https://www.southernct.edu/academics/marketing/programs

GENERAL EDUCATION REQUIREMENTS

All bachelor’s degree programs include liberal education (LEP) and writing (W) course requirements. To review more detailed information regarding these requirements, please visit Degree Requirements >>General Education (LEP) Requirements. Courses in the major and/or cognate may also be used to satisfy LEP requirements where noted below (*).

MAJOR REQUIREMENTS (78 Credits)

Business Administration Major Requirements (33 Credits)
ACC 200 – Principles of Financial Accounting (‘C’ or better required)
ACC 210 – Managerial Accounting (‘C’ or better required)
BIS 370 – Business Information Systems (‘C’ or better required)
ECO 100 - Principles of Macro-Economics (T2CC)*
ECO 101 - Principles of Micro-Economics (T2GA)*
ECO 270 - Applied Business Statistics (‘C’ or better required)
FIN 300 – Corporate Finance (‘C’ or better required)
MGT 240 – Legal Environment of Business (‘C’ or better required)
MGT 305 – Organizational Behavior (‘C’ or better required)
MGT 450 – Business Policy and Strategy Seminar (‘C’ or better required)
MKT 200 – Principles of Marketing (‘C’ or better required)

Concentration (33 Credits)
MKT 201 - Intro to Market Data Analytics (‘C+’ or better required)
MKT 321 - Consumer Behavior (‘C+’ or better required)
MKT 341 - Digital Marketing (‘C+’ or better required)
MKT 343 - Digital Marketing Analytics (‘C+’ or better required)
MKT 420 - Global Marketing (‘C+’ or better required)
MKT 425 - Marketing Research (T3)*
MKT 450 – Strategic Marketing (‘C+’ or better required)
MKT 497 - Internship (‘C+’ or better required)
Select 3 classes of MKT courses at the 200-level, 300-level, and the 400-level (‘C+’ or better required).

Accelerated Pathway Requirements (12 Credits)
‘B’ or better Required
MBA 500 - Management Process
MBA 502 - Statistical Decision Making
MBA 503 - Managerial Finance
MBA 504 - Organizational Behavior

COGNATE REQUIREMENTS (6 Credits)

CSC 200 - Information Management and Productivity Software (T1TF)*
MAT 125 or MAT 150 - Mathematics Cognate (T1QR)