

BBA/MBA in Marketing

2021-2022 Catalog



UNIVERSITY OF
ST. THOMAS

Student: _____

ID#: _____

Advisor: _____

DATE: ____/____/____

Overall Requirements to Graduate

- 150+ semester hours
- Completion of core curriculum
- Completion of a major
- 36 upper division credit hours
- GPA above 2.0
- Major GPA above 2.0
- Minor/Program complete (optional)

Credit Hour Breakdown	
Hours completed	
Hours in progress	
Core hours needed	
BBA major hours needed	
(Minor hours needed)	
Elective hours needed	
TOTAL UG HOURS (114+)	
MBA hours completed	
MBA hours needed	

Core Curriculum (48-50 hours)		Complete	Needed		
Theology (9 credit hours) Must take in order. (Pre-req: Phil 1311 or 1315/3315) <ul style="list-style-type: none"> <input type="checkbox"/> THEO 1301/3301 Intro to Sacred Scriptures <input type="checkbox"/> THEO 2301/3311 Teachings of the Catholic Church <input type="checkbox"/> THEO 3349 Christ and the Moral Life (Phil 2314 or 2316/3316) 		Students with 30-59 transfer hrs: 6-9 hours THEO 6-9 hours PHIL 3 hours Synthesis <i>(18 hours total)</i>	Students with 60+ transfer hrs: 6 hours THEO 6 hours PHIL NO synthesis <i>(12 hours total)</i>		
Philosophy (9 credit hours) Choose one sequence: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <u>Systematic Sequence (must take in order)</u> <ul style="list-style-type: none"> <input type="checkbox"/> PHIL 1311 Philosophy of the Human Person <input type="checkbox"/> PHIL 2314 Ethics <input type="checkbox"/> PHIL 3313 Metaphysics </td> <td style="width: 50%; vertical-align: top;"> <u>Historical Sequence (must take in order)</u> <ul style="list-style-type: none"> <input type="checkbox"/> PHIL 1315/3315 Ancient Philosophy <input type="checkbox"/> PHIL 2316/3316 Medieval Philosophy <input type="checkbox"/> PHIL 3317 – Modern Philosophy </td> </tr> </table>				<u>Systematic Sequence (must take in order)</u> <ul style="list-style-type: none"> <input type="checkbox"/> PHIL 1311 Philosophy of the Human Person <input type="checkbox"/> PHIL 2314 Ethics <input type="checkbox"/> PHIL 3313 Metaphysics 	<u>Historical Sequence (must take in order)</u> <ul style="list-style-type: none"> <input type="checkbox"/> PHIL 1315/3315 Ancient Philosophy <input type="checkbox"/> PHIL 2316/3316 Medieval Philosophy <input type="checkbox"/> PHIL 3317 – Modern Philosophy
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Synthesis Course (3 credit Hours) Choose one synthesis course from the Synthesis Course List.					
English (9 credit hours)* Must take in order. <ul style="list-style-type: none"> <input type="checkbox"/> ENGL 1341 The Classical Tradition: Literature & Composition I <input type="checkbox"/> ENGL 1342 The Middle Ages: Literature & Composition II <input type="checkbox"/> ENGL 2312 The Modern World: Literature & Composition III 		*Students with transfer credit: 3 transfer credits: <i>Take 1341/1342 (left)</i> 6 transfer credits: <i>Take ENGL 3312 (below)</i> <input type="checkbox"/> ENGL 3312 <i>Perspectives in World Lit.</i>			
History (6 credit hours) Choose one pair of courses: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <u>World History</u> <ul style="list-style-type: none"> <input type="checkbox"/> HIST 1335 World Community I <input type="checkbox"/> HIST 1336 World Community II </td> <td style="width: 50%; vertical-align: top;"> <u>U.S. History</u> <ul style="list-style-type: none"> <input type="checkbox"/> HIST 2333 U.S. History to 1877 <input type="checkbox"/> HIST 2334 U.S. History since 1877 </td> </tr> </table>				<u>World History</u> <ul style="list-style-type: none"> <input type="checkbox"/> HIST 1335 World Community I <input type="checkbox"/> HIST 1336 World Community II 	<u>U.S. History</u> <ul style="list-style-type: none"> <input type="checkbox"/> HIST 2333 U.S. History to 1877 <input type="checkbox"/> HIST 2334 U.S. History since 1877
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Social and Behavioral Sciences (6 credit hours) Choose one option: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <u>Social and Behavioral Sciences Option</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose two courses from the Social and Behavioral Sciences Core course list. </td> <td style="width: 50%; vertical-align: top;"> <u>Social and Behavioral Sciences + Oral Communication Option</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose one course from the Social & Behavioral Sciences Core course list. <input type="checkbox"/> Choose one course from the Communication Core Course list. </td> </tr> </table>		<u>Social and Behavioral Sciences Option</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose two courses from the Social and Behavioral Sciences Core course list. 	<u>Social and Behavioral Sciences + Oral Communication Option</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose one course from the Social & Behavioral Sciences Core course list. <input type="checkbox"/> Choose one course from the Communication Core Course list. 	(Included in major)	
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Natural Sciences (8-10 credit hours) Choose one option: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <u>Natural Sciences Option (8 credit hours)</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose two lecture/laboratory courses from the Natural Sciences Core course list. </td> <td style="width: 50%; vertical-align: top;"> <u>Natural Sciences + Modern and Classical Language Option (10 credit hours)</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose one lecture/laboratory course from the Natural Sciences Core course list. <input type="checkbox"/> Choose two sequential courses in a language. Courses must be completed in order </td> </tr> </table>		<u>Natural Sciences Option (8 credit hours)</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose two lecture/laboratory courses from the Natural Sciences Core course list. 	<u>Natural Sciences + Modern and Classical Language Option (10 credit hours)</u> <ul style="list-style-type: none"> <input type="checkbox"/> Choose one lecture/laboratory course from the Natural Sciences Core course list. <input type="checkbox"/> Choose two sequential courses in a language. Courses must be completed in order 		
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Mathematics (3 credit hours) <ul style="list-style-type: none"> <input type="checkbox"/> Choose one course from the Mathematics Core Course list. 		(Included in major)			
Fine Arts (3 credit hours) <ul style="list-style-type: none"> <input type="checkbox"/> Choose one course from the Fine Arts Core Course list. 					
Freshman Symposium (1 credit hour) Required for all incoming freshmen. <ul style="list-style-type: none"> <input type="checkbox"/> UNIV 1111 Freshman Symposium 					

Last updated on April 28, 2021

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Major Requirements (57 credit hours)		Completed	Needed
Business Foundation Courses (24 credit hours) Best if completed before 60 hour mark			
<input type="checkbox"/> ACCT 1341 – Principles of Accounting I <input type="checkbox"/> ACCT 1342 – Principles of Accounting II (ACCT 1341) <input type="checkbox"/> ECON 1331 – Principles of Macroeconomics <input type="checkbox"/> ECON 1332 – Principles of Microeconomics <input type="checkbox"/> MATH 1353 – Mathematics for Economics and Business <input type="checkbox"/> MATH 3332 – Elementary Statistical Methods <input type="checkbox"/> MGMT 2347 – Principles of Management <input type="checkbox"/> MGMT 3320 – Business Communication			
Business Required Courses (18 credit hours)			
<input type="checkbox"/> DEIS 4333 – Principles of Operations Management (MATH 1353/3332) <input type="checkbox"/> ECON 3331 – International Economics (ECON 1331/1332) <input type="checkbox"/> FINA 3339 – Corporate Finance (ECON 1332, ACCT 1341, MATH 3332) <input type="checkbox"/> MGMT 3390 – Management Information Systems <input type="checkbox"/> MGMT 4331 – Business Law <input type="checkbox"/> MKTG 3343 – Principles of Marketing			
Marketing Required Courses (12 credit hours)			
<input type="checkbox"/> MKTG 3344 – Marketing Applications <input type="checkbox"/> MKTG 3345 – Consumer Behavior <input type="checkbox"/> MKTG 3346 – Advertising and Integrated Marketing Communications <input type="checkbox"/> MKTG 3351 – Marketing Research (MATH 1353; MATH 3332)			
Marketing Electives (3 credit hours)			
<input type="checkbox"/> 6 hours of marketing electives with approval of faculty advisor.			

Electives		Completed	Needed
Electives to reach the 114 hour minimum (7-9 credit hours)			

MINIMUM TOTAL: 114+

MBA Requirements		Completed	Needed
MBA Core Courses (27 credit hours)			
<input type="checkbox"/> ACCT 5313 – Managerial Accounting <input type="checkbox"/> MBA 5315 – Operations Mana. and Supply Chain <input type="checkbox"/> FINA 5318 – Financial Management <input type="checkbox"/> MBA 5320 – Marketing Management Theory <input type="checkbox"/> MBA 5322 – Organizational Behavior <input type="checkbox"/> MBA 5325 – Ethical and Moral Business Management <input type="checkbox"/> MBA 5311 – Managerial Economics <input type="checkbox"/> MBA 5357 – Management Information Systems <input type="checkbox"/> MBA 5370 – Applied Strategic Management			
MBA Marketing Concentration Courses (9 credit hours) Choose three from the following.			
<input type="checkbox"/> MBA 5321 – Marketing Applications and Research <input type="checkbox"/> MBA 5333 – Seminar in Marketing <input type="checkbox"/> MBA 5355 – Global Marketing <input type="checkbox"/> MBA 5360 – E-Business Strategies <input type="checkbox"/> MBA 5362 – Entrepreneurship <input type="checkbox"/> MBA 5366 – Sourcing Management			
Totals		Completed	Needed
Total undergraduate hours (114 minimum) and graduate hours (36 minimum):			

MINIMUM TOTAL: 150+

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