

ACCELERATED B.B.A. IN MARKETING/M.B.A. (MARKETING)

Web Site: <https://twu.edu/management-marketing/undergraduate-programs/bba-in-marketing/>

The B.B.A. in Marketing program will prepare students for a variety of positions in marketing, such as product development, market research, management, social media, and brand building.

Under the guidance of experienced faculty, students will gain hands-on experience by working with local businesses to aid in building and implementing marketing plans and strategies. The accelerated program enables students to earn graduate credits, which they can use towards their master's degree.

Classes are located on our Denton campus in face-to-face and online formats.

Marketable Skills

Core Skills

- a. Analytical Competence: B.B.A. Marketing Specific Application- Think analytically; Use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools for marketing analysis.
- b. Diversity: B.B.A. Marketing Specific Application- Work well within a diverse organization; Adapt strategies based on individual or group differences. General Employment Application- Working in diverse teams; Learning about diversity and differences and how that affects marketing strategy.
- c. Ethical Reasoning: B.B.A. Marketing Specific Application- Apply ethical reasoning; Sustainability impacts on people, planet, and profits. General Employment Application- Being able to make decisions that are ethical and socially responsible.
- d. Teamwork: B.B.A. Marketing Specific Application- Ability to effectively work in team situations. General Employment Application- Project management teams; Strategy development teams.

Discipline-Based Skills

- a. Consumer Behavior Analysis: B.B.A. Marketing Specific Application- Consumer buying process, Influences on consumer buying and behaviors. General Employment Application- Understanding how a business's customers make decisions and use the product; Understanding what can appeal to customers and what can influence or motivate them.
- b. Product/Branding Strategy: B.B.A. Marketing Specific Application- Understanding product mixes and life cycles; Understanding branding and positioning; Devising branding and positioning strategy. General Employment Application- Effectively managing a company's product mix; Developing effective brands; Identifying and communicating a brand's position (i.e., image)
- c. Promotion Skills: B.B.A. Marketing Specific Application- Promotion mix tools; Promotion strategies and appeals. General Employment Application- Devise an optimal mix of promotion tools to accomplish objectives; Design effective messages and appeals for the targeted audience.

- d. Distribution/ Retailing Strategy: B.B.A. Marketing Specific Application- Supply and distribution channels; Logistics of moving products; Channel and retail strategies. General Employment Application- Establish effective channels of distribution to meet customer needs; Get products to customers in efficient and effective ways.
- e. Pricing Applications: B.B.A. Marketing Specific Application- Pricing strategies; Pricing math. General Employment Application- Setting effective prices and policies; Understanding basic dynamics of costs and profitability in relation to prices.
- f. Written Communication: B.B.A. Marketing Specific Application- Writing marketing plans and reports; Writing to report research or analytics; Writing to promote and sell.

Admissions

Program Coordinator

Dr. David Rylander
940-898-2106
drylander@twu.edu

It is recommended that students interested in this path speak with their undergraduate advisor. Once admitted to the accelerated program, students must meet with their undergraduate advisor each semester prior to registering for courses. During the final semester of undergraduate coursework, students should seek advising from the COB graduate advisor to discuss a graduate degree plan.

Admissions Requirements

To apply to the Accelerated Bachelor of Business Administration in Marketing/Masters of Business Administration (Marketing), students must:

- Be currently enrolled in the BBA in Marketing at TWU.
- Have a minimum cumulative GPA of 3.25 at the time of application.
- Have successfully completed a minimum of 73 but no more than 90 semester credit hours of coursework toward the B.B.A.
- Have a minimum of 12 hours remaining in marketing courses toward the major.

How to Apply to the Accelerated Program

Students interested in applying to this accelerated program are encouraged to contact the Program Coordinator prior to applying.

- a. Complete the Accelerated B.B.A. in Marketing / M.B.A. (Marketing) online application (<https://forms.gle/TXk6x31gRSk5iUJ79/>).
- b. Submit a resume and the most recent TWU transcript along with the online application.
- c. Once admitted to the Accelerated Program students must apply to the graduate M.B.A. (Marketing) program (<https://twu.edu/management-marketing/graduate-programs/mba-marketing/>). Students cannot enroll in graduate-level coursework until accepted by the Graduate School.

Accelerated Undergraduate-Graduate Program Policy Guidelines

Students may apply to an approved accelerated degree program once they have completed at least 60 undergraduate semester credit hours. Upon admission to an accelerated program, students may enroll in graduate courses for credit once they have attained at least 72

undergraduate semester credit hours. Approved courses will apply to both an undergraduate and a graduate degree.

Conditions

- Up to 12 SCH of designated graduate courses may apply to both the Bachelor's degree and a Master's degree program comprised of 45 or fewer SCH; and up to 15 graduate SCH may apply toward both an undergraduate degree and a graduate degree program comprised of more than 45 SCH (Master's, Specialist or Doctoral degree.)
- Undergraduate students may enroll in no more than 6 SCH of graduate coursework in each semester or term.
- No undergraduate-level course may count toward a graduate degree.
- Minimal criteria for admission will include a cumulative undergraduate GPA of at least 3.0. Academic components may set higher requirements for their program.
- Once admitted to an accelerated program, students must maintain a 3.0 GPA throughout the remainder of their baccalaureate degree, or their admission to the accelerated graduate program may be revoked. Academic components may set additional requirements for their programs.
- Prior to applying to an accelerated degree program, students must have completed a minimum of 15 semester credit hours at Texas Woman's University.

Graduate Application Process

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

This academic program may have additional graduate admission criteria that must also be completed as outlined on the graduate program's website.

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: CIP Code: 52.1401.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
Total SCHs		42

Courses Required for Major

Code	Title	SCHs
Business		
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy (taken in final semester)	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
Major		
MKT 4093	Principles of Selling	3
MKT 4113	Marketing Research	3
MKT 4133	Promotion Strategy	3
MKT 4313	Business-to-Business Marketing	3
MKT 4353	International Marketing	3
MKT 4553	Advanced Marketing (taken in final semester)	3
Graduate Coursework		
MKT 5133	Marketing Management	3
MKT 5213	Consumer Behavior	3
MKT 5413	Marketing Analytics	3
MKT 5313	Digital Marketing	3
Total SCHs		63

Departmental Requirements

Code	Title	SCHs
ECO 1013	Principles of Microeconomics (may be applied from core)	3
ECO 1023	Principles of Macroeconomics (may be applied from core)	3
FIN 2153	Foundations of Money Management (may be applied from core)	3
MATH 1703	Elementary Statistics I (may be applied from core)	3
MATH 2203	Business Analysis I (may be applied from core)	3
Total SCHs		15

Electives

Students may have up to 6 SCH of electives if they utilize Departmental Requirements to fulfill Core Requirements. Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.

Recommended Plan of Study

First Year

Fall	TCCN	SCHs
ENG 1013	Composition I	ENGL 1301 3
HIST 1013	History of the United States, 1492-1865	HIST 1301 3

UNIV 1231	Learning Frameworks: First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
MATH 1703	Elementary Statistics I	MATH 1342	3
ECO 1013	Principles of Microeconomics	ECON 2302	3
	Life & Physical Science Core		3
	SCHs		16
	Spring	TCCN	
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
	Wellness CAO Core		2
	Life & Physical Science Core		3
ECO 1023	Principles of Macroeconomics	ECON 2301	3
	SCHs		14
	Second Year		
	Fall	TCCN	
POLS 2013	U.S. National Government	GOVT 2305	3
	Language/Philosophy/Culture Core		3
	Multicultural Women's Studies CAO Core		3
MATH 2203	Business Analysis I	MATH 1324	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
	SCHs		15
	Spring	TCCN	
POLS 2023	Texas Government	GOVT 2306	3
	Creative Arts Core		3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
FIN 2153	Foundations of Money Management	BUSI 1307	3
	Non-Business Elective		3
	SCHs		15
	Third Year		
	Fall	TCCN	
BUS 3163	Business Communications		3
FIN 3053	Business Finance		3
MGT 3003	Principles of Management		3
MGT 3313	Business Analytics		3
MKT 3113	Principles of Marketing		3
	SCHs		15
	Spring	TCCN	
BUS 3013	Business Law and Ethics		3
MGT 3533	Management Information Systems		3
MKT 4093	Principles of Selling		3
MKT 4313	Business-to-Business Marketing		3
MKT 4113	Marketing Research		3
	SCHs		15
	Fourth Year		
	Fall	TCCN	
MGT 4563	Operations Management		3
MKT 4353	International Marketing		3
MKT 5133	Marketing Management		3
MKT 5213	Consumer Behavior		3

MKT 4133	Promotion Strategy		3
	SCHs		15
	Spring	TCCN	
MGT 4333	Business Policy		3
MKT 4553	Advanced Marketing		3
	Non-Business Elective		3
MKT 5413	Marketing Analytics		3
MKT 5313	Digital Marketing		3
	SCHs		15
	Total SCHs:		120

Electives

Advanced Business Electives are Business &/or Economics courses at the 3000 or 4000 level.