

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

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

Admissions

Program Coordinator

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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.