

Jennings A. Jones College of Business

N216 Business and Aerospace
Building

Application to Upper Division for:						MTSU ID			
2025-2026 – B.B.A. – Major: Marketing - Digital Marketing Courses other than electives should normally be taken in the year and sequence shown.						E-Mail Address			
	COURSES REQUIRED Where alternatives or electives are listed please list the ones taken.	Hours		GRADE	Approved Substitutions and Elective Descriptions				
		1st Sem	2nd Sem		Course Title and No.	Sem Hrs	Where Taken if not at MTSU	+ / - Hrs	Validation Date or Other Notes
FRESHMAN	TBC: WC	ENGL 1010	3						
	TBC: INFO LIT	ENGL 1020, 1050; JOUR 2720		3					
	TBC: NWC	COMM 2100, COMM 2200, DATA 2025, or 1010, 1020, 2010, or 2020 in ARAB, CHIN, FREN, GERM, ITAL, JAPN, LATN, PORT, RUS, SPAN		3					
	TBC: QUANT LIT	MATH 1630 or 1810	3						
	TBC: SCI LIT DISCOVERY	ASTR 1030/1031; BIOL 1030/1031, 1110/1111, 2010/2011, 2020/2021; CHEM 1010/1011, 1030/1031, 1110/1111; GEOL 1030/1031, 1040/1041; PGEO 1030; PHYS 1110, 2010/2011, 2110/2111; PSCI 1030/1031		4					
	TBC: SCI LIT DISCOVERY OR EXPLORATIONS	Any of the SciLit Discovery courses or DATA 1010; ENVS 2810/2811		4					
	TBC: HSSR/CORE/CANDIDACY	ECON 2410 Prin of Econ Macro	3						
	TBC: HSSR/CORE/CANDIDACY	ECON 2420 Prin of Econ Micro		3					
	ELECTIVE	General Elective	1						
SOPHOMORE	TBC: CCE LITERATURE	ENGL 2020, 2030; HUM 2610	3						
	TBC: CCE DISCOVERY	ANTH 2210; ART 1030, 1920; DANC 1000; ENGL 2020, 2030, HIST 1010, 1020, 1110, 1120; HUM 2610; MUHL 1610; MUS 1030; PHIL 1030; THEA 1030		3					
	TBC: CCE DISCOVERY OR EXPLORATIONS	Any of the CCE Discovery courses or ANTH 2740; ART 1040; COMM 2560; FL 1000; HIST 1015, 1115; NFS 2100; PS 1015; RS 1030; THEA 1005, 1820		3					
	TBC: HCL DISCOVERY	HIST 2010, 2020, 2030, 2040, 2050	3						
	TBC: HCL DISCOVERY OR EXPLORATIONS	Any of the HCL Discovery courses or CJA 1100; HIST 2015, 2025, 2035, 2045, 2065; MUHL 1615; PS 1040; SW 2000		3					
	CORE/CANDIDACY	ACTG 2110 Prin of Actg I	3						
	CORE	ACTG 2120 Prin of Actg II		3					
	CORE/CANDIDACY	BIA 2610 Statistical Methods		3					
	ELECTIVE	General Elective	3						
JUNIOR	ELECTIVE	General Elective		3					
	CORE	BJA 3620 Intro Business Analytics	3						
	AUXILIARY	MKT 3010 Personal Branding	3						
	CORE	MGMT 3610 Prin of Management	3						
	CORE	BLAW 3400 Leg Env of Business	3						
	CORE	MKT 3820 Prin of Marketing	3						
	CORE	INFS 3100 Prin of MIS		3					
	CORE	BUS 3000 Dale Carnegie		3					
	CORE	FIN 3010 Prin of Corporate Finance		3					
SENIOR	MAJOR	MKT 3850 Digital Marketing and Promotion		3					
	MAJOR	MKT 3930 Marketing Research		3					
	CORE/MAJOR (W)	MKT 4890 Marketing Management	3						
	MAJOR	MKT 4170 Advanced Digital Marketing	3						
	BUSINESS ELECTIVE	Upper or Lower Division Business Elective	3						
	MAJOR	Choose 2 from: MKT 3830, 3840, 3855, 3865, 4200, 4510, 3920 or 4640, 4870, 4950, or INFS 2400	3					Cannot take both 3920 & 4640	
	MAJOR		3						
	MAJOR	MKT 3910 Consumer Behavior		3					
	MAJOR	MKT 3900 Social Media Marketing		3					
	AUXILIARY	BCED 3510 Business Comm		3					
	MAJOR	MKT 3825 Marketing Analytics		3					
	CORE	BUAD 4980 Strategic Management		3		Take at MTSU in last semester (check prerequisites)			
	Business Core (CORE) requirement courses must be completed before taking BUAD 4980. Courses required in major (MAJOR) cannot be used in minor. Student cannot double major or double minor in business.						Advisor		Date

Mark box below to select a Minor (one business minor option must be selected).					
☐ Minor: Business Administration (courses built into UD form)			☐ Alt. Bus. Minor (Optional):		
Course	Hrs	Grades/Notes	Course	Hrs	Grades/Notes
ACTG 2110 Prin of Actg I	3			3	
ACTG 2120 Prin of Actg II	3			3	
INFS 3100 Prin of MIS	3			3	
MGMT 3610 Prin of Management	3			3	
FIN 3010 Prin of Corporate Finance	3			3	
BLAW 3400 Legal Env of Business	3			3	
MKT 3820 Prin of Marketing	3				
Total	21		Total		
GPA (2.0 Min.)			GPA (Note Min)		
These courses are required in this curriculum and constitute a minor. Must take 3 upper-division hours at MTSU.					
Graduation Requirements			Minimum		Notes
Total Semester Hours			120 semester hours		
Grade Point Average			2.00 GPA		
Upper-Division Hours			36 semester hours		
Major GPA (Minimum: 2.0)			2.00 GPA		
MTSU Upper-Division Hours in Major			12 semester hours		
GPA in all Jones College Minor(s)			2.00 GPA		
MTSU Upper-Division Hours in Minors			3 semester hours		
Cumulative GPA in Jones College CORE Courses (ACTG, BIA, BCED, BLAW, BUAD, BUS, ECON, FIN, INFS, MGMT, MKT)			2.00 GPA		
Senior College Hours			50 semester hours		
Residency Requirement			18 of last 30 semester hours at MTSU		
Minimum MTSU Hours			30 semester hours		
50% Required Business Hours Taken at MTSU			30 semester hours		
Jones College Admission Requirements					
<i>Students must be admitted at least one semester prior to anticipated graduation date.</i>					
Requirements			Met	Notes	
30 sem hrs degree credit					
Completion of all high school deficiency requirements					
Completion of all academic enrichment requirements					
Inclusive GPA ≥ 2.250 on all college-level work					
Pre-Business Required Courses (GPA ≥ 2.250)			G R A D E	MTSU and transfer grades are used in the pre-business calculation	
ACTG 2110 Principles of Accounting I					
BIA 2610 Statistical Methods					
ECON 2410 Principles of Economics, Macroeconomics					
ECON 2420 Principles of Economics, Microeconomics					
Students who are juniors and meet prerequisites may register for the following courses before being fully admitted to the Jones College: BIA 3620, BCED 3510, BLAW 3400, BUS 3000, FIN 3010, INFS 3100, MGMT 3610, MKT 3820.					
Registration or credit in these courses does not guarantee admission to the Jones College.					
Student Instructions					
One (1) copy signed by major advisor should be filed with your Graduation Analyst - Undergraduate Services two semesters before you intend to graduate. An Intent to Graduate form should be filed during the first semester of the senior year.					
1 This form is for guidance purposes only. The official program is checked and verified by your Graduation Analyst - Undergraduate Services. 2 Transfer credits and substitutions must be initiated by the advisor.					
Graduation Analyst - Undergraduate Services (BAS N208), Jennings A. Jones College of Business					Date