

BACHELOR OF BUSINESS ADMINISTRATION IN **MARKETING**

Mercer University's **Bachelor of Business Administration (BBA) in Marketing** prepares individuals to work in various business settings as brand managers and marketing strategists.

Deliver Results as a Marketing Professional

Making sure that businesses are successfully connecting target audiences with their products or services is crucial to any organization's development and sustainability. Mercer's BBA in Marketing equips students with the data interpretation, communication, research, and planning skills needed to manage marketing initiatives that yield favorable results and foster brand trust among consumers.

Advance Your Career in Marketing

Marketers have the opportunity to work in a broad spectrum of areas including sales, advertising, research, media planning, social media, product development, supply chain, marketing analytics, and customer relations. Knowledge in these key content areas combined with core business expertise will set you apart as an influential marketer who delivers results.

Become an Entrepreneurial Leader

At Mercer, we build leaders by empowering our students and providing the necessary tools to implement new ideas, create dynamic products, and improve existing services. Our faculty work and consult at Fortune 500 companies, have founded and operated multi-million dollar organizations, and maintain connections to industry leaders. Students have the opportunity to learn from some of the most experienced faculty, and our small classes provide significant opportunity for close student-professor collaboration and mentorship.

MERCER'S BBA PROGRAM

Mercer recognizes the needs of busy adults by providing a top-ranked business program, combined with small class sizes, flexible schedules, and the personal attention necessary for academic success. Many students in the program are currently employed and find that the convenient online and evening class formats work well with their schedules. Small classes ensure individual attention from our world-class professors so no one gets lost in the crowd.

CAREER DEVELOPMENT

At Mercer, we pride ourselves on supporting our students to achieve success and meaningful outcomes. Our Office of Career Management Services provides tailored support to meet our students' professional goals. Our students are prepared to pursue top job opportunities through internships and career coaching. Mercer Business alumni can be found working at leading organizations like the Atlanta Falcons, The Coca-Cola Company, Deloitte, Delta Air Lines, Ernst & Young, the Federal Reserve Bank of Atlanta, The Home Depot, Koch Industries, KPMG, PricewaterhouseCoopers, and UPS.

ONLINE AND ON-CAMPUS OPTIONS

The BBA in Marketing is offered fully online and at Mercer's Atlanta and Henry County locations. Students have the flexibility to enroll in a blended combination of online classes and evening, in-person classes. Courses are delivered in eight-week sessions. On-campus classes meet one night per week, and students can comfortably take two classes per week while maintaining a work-life balance.



PROGRAM OF STUDY

BBA in Marketing

Foundations in Major (21 hours)

MKT 415	Marketing Research
MKT 442	Consumer Behavior
MKT 474	Marketing and Digital Analytics
MKT 475	Marketing Management

Students will choose nine additional hours from the following courses: any 400-level MKT course, MGT 420 Event Management, or MGT 427 Entrepreneurship.

Business Core (36 hours)

ECN 150	Principles of Microeconomics
ECN 151	Principles of Macroeconomics
ACC 204	Introductory Financial Accounting
ACC 205	Introductory Managerial Accounting
BUS 346	The Legal, Ethical, and Regulatory Environment of Business I
BUS 349	Management Information Systems
BUS 350	Business Quantitative Analysis
MKT 361	Principles of Marketing
FIN 362	Principles of Finance
MGT 363	Principles of Management
MGT 382	Production/Operations Management
MGT 498	Strategic Management and Business Policy

General Education: 48 hours

Electives: 15 hours

Total Degree Requirements: 120 hours

ADMISSION REQUIREMENTS

Applicants seeking undergraduate admission must have a cumulative grade point average of at least 2.5 on a 4.0 scale, and must be in good standing at the last regionally accredited college or university attended.

The program admits students five times per year in January, March, May, August, and October.

Required Application Materials Include:

- Completed application
- \$25 non-refundable application fee (\$100 for international students)
- Official transcripts from each college attended
- High school or GED transcript (if applicable)

International applicants should consult the University catalog for additional requirements.



A TOP-RANKED BUSINESS SCHOOL

Founded in 1833, Mercer University is one of America's most distinctive universities. For almost two decades, *U.S. News & World Report* has ranked Mercer among the leading universities in the nation—including a “**Best Value**” school—and The Princeton Review consistently ranks Mercer in the **Top 15%** of colleges and universities nationwide.

Mercer's Stetson-Hatcher School of Business delivers career-focused business education to develop entrepreneurial leaders and responsible global citizens. Widely recognized for innovative academic programs and accomplished faculty, the Stetson-Hatcher School of Business is an accredited member of AACSB International—the Association to Advance Collegiate Schools of Business, placing Mercer among the **Top 5%** of business schools worldwide. The School's MBA programs have received recognition among the **Tier One rankings** by *CEO Magazine* as well as the “**Best Online MBA Programs**” by *U.S. News & World Report*. The Stetson-Hatcher School of Business has also been named to the national list of “**Best Business Schools**” by The Princeton Review and *U.S. News & World Report*.



CONTACT US

Office of University Admissions
877.840.8599
enroll@mercer.edu
business.mercer.edu

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SCHOOL OF BUSINESS