

# ACCELERATED B.S./M.S. IN BUSINESS ADMINISTRATION WITH MARKETING INTELLIGENCE

The Department of Marketing offers an accelerated program that allows you to attain both a bachelor's degree in Business Administration and a master's degree in Marketing Intelligence in less time than it would take to pursue each degree separately.

The accelerated B.S./M.S. in Business Administration - Marketing Intelligence enables students in the Business Administration (BUAD) Marketing (MKTG) concentration to substitute up to nine (9) units in the M.S. Marketing Intelligence program for undergraduate classes in the Business Administration major. Undergraduate Business Administration majors in the Marketing concentration who have successfully completed 60 units may apply for admission to the B.S. to M.S. Program. Students accepted into the program begin graduate level coursework during their senior year.

## Requirements

Admitted Business Administration majors (BUAD) in the Marketing (BUAD-MKTG) concentration are eligible to apply for the accelerated Bachelor's-Masters of Science in Marketing Intelligence program. This program allows students to complete their undergraduate and graduate degrees in a shorter time frame.

Students admitted to the accelerated program still apply to the graduate M.S. in Marketing Intelligence (MKGI-MS) program at any time during their senior year, but are not officially admitted to the graduate program until the second term of their senior year.

## Admission Requirements

- Students must be admitted undergraduates in the BUAD major with a Marketing Concentration.
- Students may apply to the MKTG department for the accelerated program during the first term of their junior year (60 units completed).
- A minimum undergraduate GPA of 3.00 overall at the time of application is required for full admission to the program AND
  - Overall average GPA of 3.2 in BUSX 301, ECON 201, ECON 205 or equivalent, MATH 211 or equivalent, ACCT 201 AND
  - Overall average GPA of 3.5 on at least 3 MKTG classes
- During the senior year, the student must also complete an online graduate application with the Admissions Office. Admission to the graduate program is based on meeting the overall undergraduate GPA requirements and performance in any graduate course taken as part of the accelerated program.
- Admission to the BS-MS accelerated program is on a competitive basis.

## Accelerated Bachelor's-Master's Degree Requirements

Nine units of 600-700 level courses can be counted toward both the undergraduate and graduate programs. A bachelor's degree is awarded in BUAD-MKTG after all the bachelor's degree requirements are met, normally in the fourth year. The MKGI-MS degree is awarded at the completion of the remaining 7 graduate courses. Approved students

will be charged undergraduate tuition and fee rates for those 9 units of graduate coursework, capping out at the full-time undergraduate rates. Graduate courses must be completed at a "C" or better level to apply to the undergraduate degree requirements and "B" or better to apply to the graduate degree requirements.

## Graduate Course Equivalencies for Undergraduate Courses

Code	Title	Units
MKTG 605	MARKETING INTELLIGENCE STRATEGY (in place of MKTG 485)	3
MKTG 710	DIGITAL MARKETING (in place of MKTG 411)	3
MKTG 720	CONSUMER SENTIMENT ANALYSIS (in place of MKTG 412)	3
<b>Total Units</b>		<b>9</b>

## Withdrawal and Ineligibility

- Continuance in the master's program is contingent upon maintaining a minimum overall GPA of 3.00; students who do not maintain the minimum GPA will be ineligible to continue graduate work.
- Students must receive a grade of C or better in the double-counted graduate-level courses.
- Students who do not successfully complete the bachelor's portion of this program, or whose GPAs do not meet the requirements for this program, may not proceed to the graduate-level unless such deficiencies are resolved.
- Students who complete the bachelor's but decide not to continue with the Master's program will terminate their program with the fulfillment of all requirements for the Bachelor's degree.
- The student will be allowed to use the graduate courses to complete the bachelor's degree.
- Students may withdraw from the accelerated bachelor's – master's degree program in Marketing Intelligence at any time by informing the Chairperson and Graduate Program Director to that effect in writing.
- A student who does not follow the approved plan of graduate work may become ineligible to participate in this accelerated degree program.
- If a student becomes ineligible to participate in the accelerated program, the Marketing Intelligence Program Director shall inform the student in writing.
- A student who is ineligible to continue participation in or who withdraws from the accelerated degree program cannot double-count any courses for both bachelor's and master's degrees.

## Plan of Study

### Suggested Plan of Study

Based on course availability and student needs and preferences, the selected sequences will likely vary from those presented below. Students should consult with their adviser to make the most appropriate elective choices.

<b>Senior</b>	
<b>Term 1</b>	<b>Units</b>
EBTM 350	3
MKTG 605	3
MKTG 710	3
Marketing Elective	3
Elective	3
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	<b>15</b>

**Total Units 15**

<b>Senior</b>	
<b>Term 2</b>	<b>Units</b>
BUSX 460	3
MKTG 441	3
MKTG 720	3
MNGT 481	3
Approved Elective	3
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	<b>15</b>

**Total Units 15**