

MARKETING DEGREES, COMBINED BBA/MS

Campus: NYC, Westchester

COMBINED DEGREE PROGRAM

The combined degree offers a fast track to earn an undergraduate BBA in marketing and an MS in Social Media and Mobile Marketing (<https://catalog.pace.edu/graduate/schools/lubin-school-business/graduate-degree-programs/ms-lubin-degrees/social-media-mobile-marketing-strategies-ms/>). Students take 120 credits at the undergraduate level (8 fewer than in the BBA) and take their second semester senior year in Lubin's 30-credit graduate MS program. Westchester students must complete the graduate portion of the program with courses on the New York City campus. Students may not major in Digital Marketing and earn an MS in Social Media & Mobile Marketing, but may choose from the following marketing BBA concentrations at the undergraduate level:

- Advertising and Integrated Marketing Communications (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-advertising-integrated-marketing-communications-imc-concentration/>)
- Global Marketing Management (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-global-marketing-management-concentration/>)
- Sports Marketing (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-sports-marketing-concentration/>)

ADMISSION REQUIREMENTS

Applicants must meet the admission requirements of the graduate program to which they are applying and maintain strong academic standing at the undergraduate level to be considered for the combined program. Submission of the Combined Degree Graduate application form, a personal statement, and one letter of reference is required. Applicants who have maintained a 3.2 or higher cumulative undergraduate GPA will be considered for waiver of the GMAT or GRE. The Application Fee is waived.

CONFERRING OF DEGREES

The BBA/MS program requires 120 credits at the undergraduate level and 30 credits at the graduate level. Upon satisfactory completion of the required course of study, candidates are awarded both BBA and MS degrees.