

MARKETING (BBA)

Degree: Bachelor of Business Administration

Major: Marketing

Concentration: None

Total Hours: 120

Code	Title	Hours
General Education Core Curriculum		
<i>Communication</i>		
ENGL 1301	Composition I	3
COMM 1321	Business and Professional Speech	3
<i>Mathematics</i>		
MATH 1324	Mathematics for Business and Social Sciences	3
<i>Life and Physical Sciences</i>		
Select two of the following:		6
BIOL 1308	General Biology (Non-Science Majors)	
BIOL 1315	Plants and Human Society (Non-Majors)	
BIOL 2306	Environmental Science	
CHEM 1306	Chemistry for Allied Health Sciences	
CHEM 1308	Biochemistry for Allied Health Sciences	
CHEM 1311	General Chemistry I	
CHEM 1312	General Chemistry II	
GEOL 1390	Introductory Environmental & Physical Geology	
PHYS 1305	Elementary Physics I Lecture	
PHYS 1307	Elementary Physics II Lecture	
PHYS 1311	Introduction to Astronomy Lecture	
SPSC 1301	Space Exploration	
<i>Language, Philosophy and Culture</i>		
ENGL 2300	Close Reading II (Ethics and Literature)	3
or PHIL 2306	Ethics	
<i>Creative Arts</i>		
Select one of the following:		3
ARTS 1301	Art Appreciation	
ARTS 1303	Art History I	
COMM 1375	Film Appreciation	
COSC 1324	The Art of Computer Game Development	
DANC 2304	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
MUSI 1310	History of Rock and Roll	
PHIL 1330	Arts and Ideas	
THEA 1310	Theatre Appreciation	
<i>American History</i>		
Select two of the following:		6
HIST 1301	U S History I 1763-1877	
HIST 1302	U S History II Since 1877	
HIST 2301	Texas History	
<i>Government/Political Science</i>		
POLS 2301	Intro to American Government I	3
POLS 2302	Intro/American Government II	3

Social and Behavioral Sciences

ECON 2301	Principles of Economics I Macro ¹	3
or ECON 2302	Principles of Economics II Micro	

Component Area Option

ENGL 1302	Composition II	3
BUAL 2305	Business Statistics ²	3

Required Major Courses

College of Business Core

ACCT 2301	Introduction to Financial Accounting	3
ACCT 2302	Introduction to Managerial Accounting	3
BULW 1370	Business Environment and Public Policy	3
BULW 3310	Business Law	3
FINC 3310	Principles of Finance	3
MGMT 3300	Introduction to Critical Thinking and Business Decision Making	3
MGMT 3310	Principles of Organizational Behavior and Management	3
MGMT 3320	Production Management	3
MGMT 4370	Strategic Analysis	3
MISY 1373	Introduction to Business Technologies	3
MISY 3310	Principles of MIS	3
MKTG 3310	Principles of Marketing	3
ECON 2301	Principles of Economics I Macro ¹	3
or ECON 2302	Principles of Economics II Micro	

Major Specialization

MKTG 3350	E-Marketing	3
MKTG 3360	Consumer Behavior	3
MKTG 4310	Marketing Management	3
MKTG 4330	International Marketing ³	3
MKTG 4340	Marketing Promotion	3
MKTG 4360	Marketing Research	3
MKTG 4370	Advanced Marketing Problems	3

Elective Courses

One College of Business, 3000-4000 Level course ⁴	3
Five free electives ⁴	15

Total Hours **120**

¹ One of these courses will be used to satisfy the Social and Behavioral Sciences requirement for the General Education Core. Since it is also required for the College of Business Core, it will be factored into the College of Business GPA.

² BUAL 2305 Business Statistics will be used to satisfy one of the Component Area Options in the General Education Core. Since it is also required for the College of Business Core, it will be factored into the College of Business GPA.

³ MKTG 4330 International Marketing counts as the International/Cultural component also.

⁴ Consult with advisor for elective options.

Course	Title	Hours
First Year		
Fall		
BULW 1370	Business Environment and Public Policy	3
or MISY 1373	or Introduction to Business Technologies	
ENGL 1301	Composition I	3

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MATH 1324	Mathematics for Business and Social Sciences	3
Creative Art Core		3
COMM 1321	Business and Professional Speech	3
Hours		15
Spring		
MISY 1373 or BULW 1370	Introduction to Business Technologies or Business Environment and Public Policy	3
ENGL 1302	Composition II	3
Life/Physical Science		3
POLS 2301	Intro to American Government I	3
HIST 1301	U S History I 1763-1877	3
Hours		15
Second Year		
Fall		
ECON 2301 or ECON 2302	Principles of Economics I Macro or Principles of Economics II Micro	3
ACCT 2301	Introduction to Financial Accounting	3
POLS 2302	Intro/American Government II	3
HIST 1302	U S History II Since 1877	3
Life/Physical Science Core		3
Hours		15
Spring		
ACCT 2302	Introduction to Managerial Accounting	3
ECON 2302	Principles of Economics II Micro	3
MGMT 3300	Introduction to Critical Thinking and Business Decision Making	3
ENGL 2300 or PHIL 2306	Close Reading II or Ethics	3
BUAL 2305	Business Statistics	3
Hours		15
Third Year		
Fall		
MISY 3310	Principles of MIS	3
MKTG 3310	Principles of Marketing	3
BULW 3310	Business Law	3
MGMT 3310	Principles of Organizational Behavior and Management	3
FINC 3310	Principles of Finance	3
Hours		15
Spring		
MKTG 3360	Consumer Behavior	3
MGMT 3320	Production Management	3
MKTG 3350	E-Marketing	3
Free Elective		6
Hours		15
Fourth Year		
Fall		
MKTG 4330	International Marketing	3
MKTG 4340	Marketing Promotion	3
MKTG 4360	Marketing Research	3
MKTG 4310	Marketing Management	3
Free Elective		3
Hours		15
Spring		
MGMT 4370	Strategic Analysis	3
MKTG 4370	Advanced Marketing Problems	3
Free Electives		6
COB Upper-Level Electives		3
Hours		15
Total Hours		120