

GENERAL BUSINESS (BBA) CONCENTRATION IN ADVERTISING COMMUNICATIONS

Degree: Bachelor of Business Administration

Major: Advertising

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	Ethics and Literature (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 2303	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
<i>Social and Behavioral Sciences</i>		
ECON 2301	Principles of Economics I Macro ¹	3
or ECON 2302	Principles of Economics II Micro	
<i>Component Area Option</i>		
ENGL 1302	Composition II	3
BUAL 2305	Business Statistics ²	3
Required Major Courses		
<i>College of Business Core</i>		
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	
Select one of the following:		3
<i>Major Specialization</i>		
ARTS 3351	2D Graphics	3
ARTS 3352	3D Graphics	3
COMM 4380	Advertising Campaign Strategies	3
MKTG 3360	Consumer Behavior	3
MKTG 4340	Marketing Promotion	3
COMM 3361	Desktop Publishing	3
or COMM 4365	Social Media Campaigns	
Elective Courses		
<i>International or Cultural Component</i>		
BULW 3350	International Business Law	
ECON 3350	International Trade	
FINC 3370	International Finance	
MGMT 3350	International Business	
MKTG 4330	International Marketing	
Any course taken on a Lamar-sponsored study abroad program		
Any course transferred from an institution with a study-abroad agreement with Lamar		
<i>Business Electives</i>		
Two College of Business 3000-4000 Level courses ³		6
<i>Additional Electives</i>		
Free Electives ³		12
Total Hours		120

2 General Business (BBA) Concentration in Advertising Communications

- 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 Consult with advisor for elective options.

Course	Title	Hours
First Year		
Fall		
ENGL 1301	Composition I	3
BULW 1370	Business Environment and Public Policy	3
Creative Art Core		3
Life & Physical Science		3
HIST 1301	U S History I 1763-1877	3
Hours		15
Spring		
ENGL 1302	Composition II	3
MISY 1373	Introduction to Business Technologies	3
POLS 2301	Intro to American Government I	3
COMM 1321	Business and Professional Speech	3
MATH 1324	Mathematics for Business and Social Sciences	3
Hours		15
Second Year		
Fall		
ACCT 2301	Introduction to Financial Accounting	3
POLS 2302	Intro/American Government II	3
ECON 2301	Principles of Economics I Macro	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
ENGL 2300 or PHIL 2306	Ethics and Literature or Ethics	3
ECON 2302	Principles of Economics II Micro	3
BUAL 2305	Business Statistics	3
MGMT 3300	Introduction to Critical Thinking and Business Decision Making	3
Hours		15
Third Year		
Fall		
MGMT 3310	Principles of Organizational Behavior and Management	3
FINC 3310	Principles of Finance	3
MKTG 3310	Principles of Marketing	3
BULW 3310	Business Law	3
ARTS 3351	2D Graphics	3
Hours		15
Spring		
MGMT 3320	Production Management	3
MISY 3310	Principles of MIS	3
COMM 3361 or COMM 4365	Desktop Publishing or Social Media Campaigns	3
MKTG 3360	Consumer Behavior	3
ARTS 3352	3D Graphics	3
Hours		15

Fourth Year

Fall

3000-4000 Business Elective		3
International/Cultural Component		3
Free Elective		6
MKTG 4340	Marketing Promotion	3
Hours		15

Spring

MGMT 4370	Strategic Analysis	3
COMM 4380	Advertising Campaign Strategies	3
Free Elective		6
3000-4000 Business Elective		3
Hours		15
Total Hours		120