

Bachelor of Business Administration

MARKETING

Catalog 2017 - 2018
120 Credit Hours Required

Foreign Language Requirement: to graduate, students must have 2 credits of a single foreign language in high school or two semesters of a single foreign language at the college level. For other alternatives to meet this requirement, please consult the University catalog or your academic advisor.

Status: _____

BC=BUSINESS CORE

Underlined=MAJOR COURSES

FRESHMAN YEAR - FALL

	Hrs
ENGL 1302(1*)	3
HIST 1301 (2*)	3
MATH1324(7*)	3
LIFE & PHYSICAL SCIENCE (5*)	3
UCCP 1101***	1
CREATIVE ARTS (3*)	3
BUSI 0011 Code of Ethics & Plag.**	0
	16

FRESHMAN YEAR - SPRING

	Hrs
COMM1311(1*)	3
HIST1302 (2*)	3
UCCP 1102***	1
COMPONENT AREA OPTION (8*)	3
LIFE & PHYSICAL SCIENCE (5*)	3
<u>MATH1325 (BC) (7*)</u>	3
	16

SOPHOMORE YEAR - FALL

	Hrs
ECON 2301 (4*)	3
<u>ACCT 2301 (BC)</u>	3
<u>MISY2305 (BC)</u>	3
LANG, PHILOSOPHY & CULTURE(6*)	3
POLS2305	3
	15

SOPHOMORE YEAR - SPRING

	Hrs
POLS 2306	3
BUSINESS ELECTIVE	3
COMPONENT AREA OPTION(8*)	3
<u>ECON 2302 (BC)</u>	3
<u>ACCT2302 (BC)</u>	3
	15

JUNIOR YEAR -FALL

	Hrs
<u>BLAW3310 (BC)</u>	3
<u>FINA3310 (BC)</u>	3
<u>MGMT 3312 (BC)</u>	3
<u>MISY 3310 (BC)</u>	3
<u>MKTG3310 (BC)</u>	3
	15

JUNIOR YEAR - SPRING

	Hrs
<u>MGMT3315 (BC)</u>	3
<u>MKTG3315</u>	3
<u>ORMS3310 (BC)</u>	3
<u>MKTG3330</u>	3
<u>MKTG ELECTIVE</u>	3
	15

SENIOR YEAR - FALL

	Hrs
<u>MKTG4320</u>	3
<u>MKTG ELECTIVE</u>	3
<u>MKTG ELECTIVE</u>	3
<u>BUSI 4310 (9*) (BC)</u>	3
<u>OPSY 4314 (BC)</u>	3
	15

SENIOR YEAR - SPRING

	Hrs
NON-BUSINESS ELECTIVE(10*)	1-3
<u>MKTG4340</u>	3
<u>MKTG4350</u>	3
U/L BUSINESS ELECTIVE	3
<u>BUSI 0088 MFT Review (see advisor)</u>	0
<u>MGMT 4388 (BC) (see advisor)</u>	3
	13-15

* Number refer to footnote number. Footnotes can be found on the next page.

** BUSI 0011, COB Code of Ethics and Plagiarism, is a prerequisite for all 3000 level business core courses.

***Required of all full-time, first-time in college students (includes students who enter with advanced standing).

FOOTNOTES FOR THE MARKETING CURRICULUM

- 1 Students who completed ENGL1301 and/or COM1315 previously at TAMUCC or another institution can count these courses toward completion of the Communication Foundational Component Area.
- 2 Students may take Texas History (HIST 3331) for either HIST 1301 or HIST 1302. Texas History is a 3000 level course and is recommended only for juniors and seniors.
- 3 Select one course from: ARTS1301, ARTS 1303, MEDA 1305, MUSI 1306, MUSI 1307, THEA 1310.
- 4 Students changing their major to business who satisfied the Social/Behavioral Science component of the University Core with a course other than ECON 2301 are still required to take ECON2301 to complete the BBA degree.
- 5 Select one course from: BIOL1308, BIOL1406, BIOL1407, BIOL2401, BIOL2402, BIOL2420, CHEM1305, CHEM1411, CHEM1412, ESCI1401, GISC1301, GEOL1303, GEOL1403, GEOL1404, PHYS1303, PHYS1304, PHYS1401, PHYS1402, PHYS2425, PHYS2426
- 6 Select one course from: ENGL 2316, ENGL 2332, ENGL 2333, PHIL1301, PHIL2306, SPAN3307, SPAN3308, SPAN3309, SPAN3310
(SPAN3307 - SPAN3310 are conducted in Spanish)
- 7 A higher level mathematics course may be accepted as a substitute with approval.
- 8 Select any course listed in footnotes 3,4,5 and 6 above not already counted in a Core area. Also, students may count the extra 1 hour for any 4 hour course taken as part of the Core up to a maximum of 3 hours.
- 9 The following courses or their equivalents may substitute for BUSI4310: ECON3315, FINA4315 or MGMT4315
- 10 Students required to take UCCP1101 and/or UCCP1102 may use these credits toward the non-business elective.