

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION

The University Core Curriculum is the same across all undergraduate bachelor's programs. Please consult the academic advisor for your designated major before selecting courses in this area.

Summary

Code	Title	Hours
	General Education Core Curriculum (p.)	42
	Major Requirements (p. 1)	57
	Other Requirements (p. 1)	21
Total Hours		120

General Education Core Curriculum (Standard) ¹

Code	Title	Hours
Communication		
ENGL 1301	Freshman English I	3
ENGL 1302	Freshman English II	3
Mathematics		
MATH 1324	Math and Business and Econ I	3
Life and Physical Sciences		
CHEM 1311	Chemistry I	3
Select one of the following:		3
CHEM 1312	Chemistry II	
BIOL 2301	Human Anat & Phys I	
GEOL 1303	Introduction To The Earth	
PHYS 1315	Prin of Phys Sci	
PHYS 1301	College Physics I	
PHYS 1302	College Physics II	
PHYS 2325	University Physics I	
Language, Philosophy, and Culture		
Select one of the following:		3
ENGL 2332	World Literature I	
ENGL 2333	World Literature II	
ENGL 2326	American Literature	
ENGL 2328	African-American Literature	
Creative Arts		
Select one of the following:		3
MUSI 1306	Music Appreciation	
MUSI 1315	Fine Arts In Daily Living	
THEA 1310	Introduction to Theatre	
ARTS 1315	Intro African Art	
American History		
HIST 1301	Soc & Pol Hist US to 1877	3
HIST 1302	Soc & Pol Hist US Since 1877	3
Government/Political Science		
POLS 2305	American Government	3
POLS 2306	Texas Government	3
Social and Behavioral Sciences		

ECON 2301	Principles Of Economics I	3
Institutional Options		
COMM 1321	Business & Professional Comm	3
MISY 2304	Fundamentals of Information Systems	3
Total Hours		42

1

Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

2

(N) represents the number of course credits.

Major (Marketing)

Code	Title	Hours
School Core Requirements		
ACCT 231	Principles Of Accounting I	3
ACCT 232	Principles of Accounting II	3
BADM 101	Intro to Bus, Gov & Society	3
BADM 230	Advanced Communication Skills	3
BADM 234	Legal & Regulatory Envir of Bu	3
FIN 301	Basic Financial Management	3
MGMT 300	Principles of Management	3
MKTG 306	Principles of Marketing	3
MGSC 302	Operations Management I	3
BADM 450	Organl Policy & Strategy	3
Major Requirements		
MKTG 307	Marketing Channels & Inst	3
MKTG 336	Marketing Communications	3
MKTG 430	Mktg Decision Making:TH & PRA	3
MKTG 435	Market Management Cases & Prob	3
Electives		
Select five of the following:		15
MKTG 431	Entrepreneurial Marketing	
MKTG 432	International Marketing	
MKTG 444	Profesional Selling	
BADM 466	Business Internship	
SPMT 333	Problems in Rec & Sports	
MIS 304	Information Technology	
MGSC 331	Business Statistics II	
Total Hours		57

Other Requirements

Code	Title	Hours
ECON 2302	Principles Of Economics II	3
MATH 1325	Elements of Calculus	3
MGSC 239	Business Statistics I	3
General Electives ¹		11
FS 102	Freshman Seminar/ first Year Experience	1
Total Hours		21

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General Elective can be any business or non-business course.

Course	Title	Hours		
First Year			General Elective	3
First Semester			General Elective	3
			Hours	15
ENGL 1301	Freshman English I	3	Eighth Semester	
BADM 101	Intro to Bus, Gov & Society	3	BADM 450	Organl Policy & Strategy
FS 102	Freshman Seminar/ first Year Experience	1	MKTG 435	Market Management Cases & Prob
MATH 1324	Math and Business and Econ I	3	Marketing Elective	3
COMM 1321	Business & Professional Comm	3	General Elective	3
Creative Arts		3	General Elective	2
Hours			Hours	14
Second Semester			Total Hours	120
ENGL 1302	Freshman English II	3		
MATH 1325	Elements of Calculus	3		
MISY 2304	Fundamentals of Information Systems	3		
BADM 234	Legal & Regulatory Envir of Bu	3		
Life and Physical Sciences		3		
Hours				
15				
Second Year				
Third Semester				
POLS 2305	American Government	3		
HIST 1301	Soc & Pol Hist US to 1877	3		
ACCT 231	Principles Of Accounting I	3		
BADM 230	Advanced Communication Skills	3		
Life and Physical Sciences		3		
Hours				
15				
Fourth Semester				
POLS 2306	Texas Government	3		
HIST 1302	Soc & Pol Hist US Since 1877	3		
ACCT 232	Principles of Accounting II	3		
Language, Philosophy, and Culture		3		
ECON 2301	Principles Of Economics I	3		
Hours				
15				
Third Year				
Fifth Semester				
ECON 2302	Principles Of Economics II	3		
MKTG 306	Principles of Marketing	3		
MGSC 239	Business Statistics I	3		
FIN 301	Basic Financial Management	3		
Marketing Elective		3		
Hours				
15				
Sixth Semester				
MKTG 307	Marketing Channels & Inst	3		
MKTG 336	Marketing Communications	3		
MGSC 302	Operations Management I	3		
Marketing Elective		3		
General Elective		3		
Hours				
15				
Fourth Year				
Seventh Semester				
MKTG 430	Mktg Decision Making:TH & PRA	3		
MGMT 300	Principles of Management	3		
Marketing Elective		3		