

# 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
<b>Total Hours</b>		<b>120</b>

## General Education Core Curriculum (Standard)<sup>1</sup>

Code	Title	Hours
<b>Communication</b>		
ENGL 1301	Freshman English I	3
ENGL 1302	Freshman English II	3
<b>Mathematics</b>		
MATH 1324	Math and Business and Econ I	3
<b>Life and Physical Sciences</b>		
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	
<b>Language, Philosophy, and Culture</b>		
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	
<b>Creative Arts</b>		
Select one of the following:		3
MUSI 1306	Music Appreciation	
MUSI 1315	Fine Arts In Daily Living	
THEA 1310	Introduction to Theatre	
ART 135		
ARTS 1315	Intro African Art	
<b>American History</b>		
HIST 1301	Soc & Pol Hist US to 1877	3
HIST 1302	Soc & Pol Hist US Since 1877	3
<b>Government/Political Science</b>		
POLS 2305	American Government	3
POLS 2306	Texas Government	3

## Social and Behavioral Sciences

ECON 2301	Principles Of Economics I	3
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## Institutional Options

COMM 1321	Business & Professional Comm	3
MIS 204	Fundamentals of Info Systems	3

<b>Total Hours</b>		<b>42</b>
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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
<b>School Core Requirements</b>		
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
<b>Major Requirements</b>		
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
<b>Electives</b>		
Select five of the following:		15
MKTG 431	Entrepreneurial Marketing	
MKTG 432	International Marketing	
MKTG 444	Professional Selling	
BADM 466	Business Internship	
SPMT 333	Problems in Rec & Sports	
MIS 304	Information Technology	
MGSC 331	Business Statistics II	
<b>Total Hours</b>		<b>57</b>

## Other Requirements

Code	Title	Hours
ECON 2302	Principles Of Economics II	3
MATH 1325	Math and Bus for Econ Anal II	3
MGSC 239	Business Statistics I	3
General Electives <sup>1</sup>		11
FS 102	Freshman Seminar/ first Year Experience	1
<b>Total Hours</b>		<b>21</b>

1

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

Course	Title	Hours
<b>First Year</b>		
<b>First Semester</b>		
ENGL 1301	Freshman English I	3
BADM 101	Intro to Bus, Gov & Society	3
FS 102	Freshman Seminar/ first Year Experience	1
MATH 1324	Math and Business and Econ I	3
COMM 1321	Business & Professional Comm	3
Creative Arts		3
<b>Hours</b>		<b>16</b>
<b>Second Semester</b>		
ENGL 1302	Freshman English II	3
MATH 1325	Math and Bus for Econ Anal II	3
MIS 204	Fundamentals of Info Systems	3
BADM 234	Legal & Regulatory Envir of Bu	3
Life and Physical Sciences		3
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Third Semester</b>		
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
<b>Hours</b>		<b>15</b>
<b>Fourth Semester</b>		
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
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fifth Semester</b>		
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
<b>Hours</b>		<b>15</b>
<b>Sixth Semester</b>		
MKTG 307	Marketing Channels & Inst	3
MKTG 336	Marketing Communications	3
MGSC 302	Operations Management I	3
Marketing Elective		3
General Elective		3
<b>Hours</b>		<b>15</b>

**Fourth Year****Seventh Semester**

MKTG 430	Mktg Decision Making:TH & PRA	3
MGMT 300	Principles of Management	3
Marketing Elective		3
General Elective		3
General Elective		3
<b>Hours</b>		<b>15</b>

**Eighth Semester**

BADM 450	Organl Policy & Strategy	3
MKTG 435	Market Management Cases & Prob	3
Marketing Elective		3
General Elective		3
General Elective		2
<b>Hours</b>		<b>14</b>
<b>Total Hours</b>		<b>120</b>