

Bachelor in Business Administration (BBA)
Marketing

		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
FIRST YEAR	FALL	3	ENGL 1301	Rhetoric and Composition I	C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.		
		3	MATH	<i>Mathematics</i>	C	020		Recommend: MATH 1314 or 1414 or 1324 or 1324 as these are accepted as a prerequisite for ACCT 2301 and QUMT 2341 in this degree.	
		3	HIST 1301	U.S. History I		060			
		4		<i>Life and Physical Sciences</i>		030		See General Education Core for course options.	
		3	MGMT 1301	Introduction to Business	C				
			UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.	
	16 Semester Total Hours								
	SPRING	3	ENGL 1302	Rhetoric And Composition II	C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.		
		3	HIST 1302	U.S. History II		060			
		4		<i>Life and Physical Sciences</i>		030		See General Education Core for course options.	
		3	ECON 2301	Principles of Macroeconomics	C	080			
		3	QUMT 2398 or INFS 2398	<i>Integrative and Experiential Learning</i>		090		Prerequisites may apply.	
	16 Semester Total Hours								
	SUMMER								
		0 Semester Total Hours							
	SECOND YEAR	FALL	3	ACCT 2301	Introduction To Financial Accounting	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325.	
3			POLS 2301	U.S. & Texas Government & Politics I		070			
3				<i>Language, Philosophy & Culture</i>		040		See General Education Core for course options.	
3			INFS 2300	Data Modeling Management Tools	C		Computer proficiency.		
3			ECON 2302	Principles of Microeconomics	C		ECON 2301 with a grade of 'C' or better.		
15 Semester Total Hours									
SPRING		3	ACCT 2302	Introduction To Managerial Accounting	C		ACCT 2301 with a 'C' or better.		
		3	POLS 2302	U.S. & Texas Government & Politics II		070			
		3		<i>Creative Arts</i>		050		See General Education Core for course options.	
		1	x1xx	<i>Integrative and Experiential Learning</i>		090		See General Education Core for course options.	
3		QUMT 2341	Business Statistics I	C		MATH 1314 or MATH 1414 or MATH 1324 or MATH 1325; and computer proficiency or INFS 1301.			
13 Semester Total Hours									
SUMMER									
		0 Semester Total Hours							

Symbols Key

Critical (!): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
THIRD YEAR	FALL	3	MARK 3300		Principles of Marketing	c		Admission to the College of Business and Entrepreneurship or junior standing plus departmental approval.		
		3	FINA 3380		Introduction to Finance	c		ACCT 2301, ACCT 2302, and ECON 2301.		
		3	MGMT 3361		Principles of Management	c		51 credit hours completed.		
		3	MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	ACCT 3326 or INFS 3390		<i>Mgmt. Information Systems Component</i>	c			Prerequisites may apply.	
	15 Semester Total Hours									
	SPRING	3	MARK 3320 or MGMT 3335 or COMM 3313		<i>Business Communications Component</i>	c			Prerequisites may apply.	
		3	QUMT 3341		Business Statistics II	c		QUMT 2341.		
		3	MARK 3310 or INFS 3380 or ACCT 3350 or ECON 3353 or FINA 4381 or INTB 3330 or MGMT 4311.		<i>International Business Component</i>	c			Prerequisites may apply.	
		3	MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK 3340		Consumer Behavior	c		Junior standing.		
	15 Semester Total Hours									
	SUMMER									
		0 Semester Total Hours								
	FOURTH YEAR	FALL	3	MARK 4350		Marketing Research	c		QUMT 2341.	
3			MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
3			BLAW 3337		Business Law I	c		Junior Standing.		
3			MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
3			MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
15 Semester Total Hours										
SPRING		3	MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK		<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK 3330 or MGMT 4304 or ACCT 4350		<i>Ethics Component</i>	c			Prerequisites may apply.	
		3	MARK 4399		Marketing Strategy (Capstone)	c		MARK 3300.	Department approval is required. This course should be taken in the semester in which the student is graduating.	Capstone course.
		3	MGMT 4389		Strategic Management	c				
15 Semester Total Hours										
SUMMER										
		0 Semester Total Hours								

Graduation Requirements

120 TOTAL HOURS
(60) TOTAL ADVANCED HOURS

Approved: Thursday, October 08, 2015
Revised: Thursday, October 08, 2015