

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN MARKETING

Degree Requirements Hours Required

120 semester credit hours (SCH): 45 hours must be advanced, with fulfillment of degree requirements as specified in the "Requirements for Graduation (<https://catalog.tamtu.edu/undergraduate-information/academic-regulations/>)" section of this catalog and the General Requirements for Undergraduate degrees at the beginning of this section.

Requirements

Code	Title	Semester Credit Hours
[University Core Curriculum] (https://catalog.tamtu.edu/appendix-a-core-curriculum-optional-course-information/)		
Select 42 SCH as outlined in the suggested plans and as specified in the "Requirements for Graduation"		42
Math		
MATH 1325	Business Math II	3
Microeconomics Elective		
ECO 2302	Principles of Microeconomics	3
General Electives		
Any 1000-4000 level courses which may include 1 SCH in Life and Physical Science Lab. Vocational or VTF classes are excluded.		3
Communication		
BA 3301	Professional Written Comm	3
Business Foundation		
ACC 2301	Intro to Financial Accounting	3
ACC 2302	Intro to Managerial Accounting	3
BA 1301	Business Principles	3
DS 2310	Business Statistics I	3
Common Body of Knowledge		
BA 3310	Legal Environment of Business	3
BA 3320	International Business	3
MIS 3310	Management Information Systems	3
ECO 3320	Managerial Economics	3
FIN 3310	Introduction to Finance	3
MGT 3310	Principles of Management	3
MKT 3310	Principles of Marketing	3
POM 3310	Production & Operations Mgt	3
Concentration		
BA 4390	Business Strategy (must be taken during final semester prior to graduation)	3

MKT 3320	Buyer Behavior	3
MKT 3330	Advertising & Promotion Mgt	3
MKT 4310	International Marketing	3
MKT 4320	Marketing Research	3
MKT 4330	Marketing Management	3
TIL 3340	Business Logistics Management	3

Business Elective

Select 9 SCH from any 3000-4000 level course offered by the A. R. Sanchez, Jr. School of Business not previously used

Total Semester Credit Hours 120

Four-Year Degree Plan

Following is a suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment; responsible for reviewing the **Program of Study Requirements**, meeting all course prerequisites, and **writing intensive course (WIN)** requirements for graduation. See Academic Regulations-Undergraduate. (<https://catalog.tamtu.edu/undergraduate-information/academic-regulations/>)

Freshman

Fall	Semester Credit Hours	
ENGL 1301	English Composition I	3
HIST 1301	The US to 1877	3
MATH 1324	Business Math I	3
UNIV 1201	Learn a Global Context I	2
BA 1301	Business Principles	3
Life & Physical Science		3
Life & Physical Science Lab		1

Semester Credit Hours 18

Spring

ENGL 1302	English Composition II	3
HIST 1302	The US Since 1877	3
MATH 1325	Business Math II	3
UNIV 1302	Signature Course	3
Life & Physical Science*		3

*The 1SCH of Life & Phys. Sci. Lab will apply to Gen. Elective

Semester Credit Hours 15

Sophomore

Fall	Semester Credit Hours	
ACC 2301	Intro to Financial Accounting	3
DS 2310	Business Statistics I	3
ECO 2301	Principles of Macroeconomics	3
PSCI 2305	American National Government	3
Language, Philosophy & Culture		3

Semester Credit Hours 15

Spring

ACC 2302	Intro to Managerial Accounting	3
ECO 2302	Principles of Microeconomics	3
PSCI 2306	American State Government	3
Creative Arts		3

General Elective ¹		3
Semester Credit Hours		15
Junior		
Fall		
BA 3301	Professional Written Comm	3
BA 3310	Legal Environment of Business	3
BA 3320	International Business	3
ECO 3320	Managerial Economics	3
MKT 3310	Principles of Marketing	3
Semester Credit Hours		15
Spring		
FIN 3310	Introduction to Finance	3
MGT 3310	Principles of Management	3
MIS 3310	Management Information Systems	3
MKT 3330	Advertising & Promotion Mgt	3
POM 3310	Production & Operations Mgt	3
Semester Credit Hours		15
Senior		
Fall		
MKT 3320	Buyer Behavior	3
MKT 4320	Marketing Research	3
TIL 3340	Business Logistics Management	3
Advanced Business Elective		3
Advanced Business Elective		3
Semester Credit Hours		15
Spring		
BA 4390	Business Strategy	3
MKT 4310	International Marketing	3
MKT 4330	Marketing Management	3
Advanced Business Elective		3
Semester Credit Hours		12
Total Semester Credit Hours		120

1. General Elective. Select 3 SCH from any subject at any level. Vocational or VTF classes are excluded.

Actual degree plans may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.