

# BBA-MARKETING CONCENTRATION

Marketers are involved in the design, pricing, promotion, and distribution of services and goods. To do these things, a marketer must have an understanding of consumer psychology, the influences of external international forces such as demographics and competition, methods of communicating product value with organizational and final consumers, and the ways in which products components are acquired, assembled, and moved into the possession of final organizational or retail consumers. A marketing degree prepares a student for jobs in fields such as sales, advertising, public relations, retailing, product management, purchasing, marketing research, etc.

## Degree Requirements

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

Code	Title	Hours
<b>Major Requirements</b>		
General Education Requirements ( <a href="http://catalog.tamut.edu/academic-information/university-core-curriculum/">http://catalog.tamut.edu/academic-information/university-core-curriculum/</a> )		42
<b>Business Administration Core Courses</b>		
FIN 354	Financial Management	3
ACCT 430	Business Ethics	3
GBUS 310	Business Communications	3
GBUS 440	International Business (EL)	3
MGT 395	Principles of Management	3
MGT 439	Business Strategy and Policy	3
MGT 465	Production and Operations Management	3
MIS 360	Essentials of Management Information Systems	3
MKT 363	Marketing	3
SCM 324	Business Data Analytics I	3
<b>Marketing Concentration</b>		<b>18</b>
MKT 366	Marketing Promotion	
MKT 445	Retailing (EL)	
MKT 465	Sales Management	
MKT 467	Consumer Behavior	
SCM 304	Principles of Supply Chain Management (SL)	
MKT 364	Digital Marketing	
<b>Other Requirements-Business Introductory courses</b>		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
BUSI 2301	Business Law	3
ECON 2301	Principles of Macroeconomics <sup>2</sup>	3
ECON 2302	Principles of Microeconomics <sup>2</sup>	3
MATH 1342	Elementary Statistical Methods <sup>Satisfies Core Curriculum</sup>	3
BUSI 1301	Introduction to Business	3
<b>BBA Secondary Core</b>		
12sch upper division Business Electives <sup>3</sup>		12
<b>Minimum Hours for Degree</b>		<b>120</b>

<sup>2</sup> Satisfies Core Curriculum

<sup>3</sup> Upper Division Business Electives include 300 & 400 level courses from Accounting, General Business, Finance, Management, Management Information Systems, Marketing & Supply Chain Management

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.

## Four Year Plan

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

## First Year

Code	Title	Hours
Fall		Semester Credit Hours
ENGL 1301	Composition I <small>requires minimum grade of 'C', Satisfies Core Curriculum</small>	3
HIST 1301	United States History I <small>Satisfies Core Curriculum</small>	3
MATH 1342	Elementary Statistical Methods <small>Satisfies Core Curriculum</small>	3
Creative Arts Core Curriculum Requirement ( <a href="http://catalog.tamut.edu/academic-information/university-core-curriculum/">http://catalog.tamut.edu/academic-information/university-core-curriculum/</a> )		3
ECON 2301	Principles of Macroeconomics <small>Satisfies Core Curriculum</small>	3
UNIV 1100	University Foundations	1
<b>Fall Total Semester Credit Hours</b>		<b>15-16</b>
Spring		Semester Credit Hours
ENGL 1302	Composition II <small>Satisfies Core Curriculum</small>	3
or ENGL 2311	Technical Writing & Communication	
HIST 1302	United States History II <small>Satisfies Core Curriculum</small>	3
Language, Philosophy and Culture Core Curriculum Requirement ( <a href="http://catalog.tamut.edu/academic-information/university-core-curriculum/">http://catalog.tamut.edu/academic-information/university-core-curriculum/</a> )		3
SPCH 1315	Public Speaking <small>Satisfies Core Curriculum</small>	3
or COMM 1307	Introduction to Mass Communication	
or COMM 1311	Introduction to Communication Studies	
ECON 2302	Principles of Microeconomics	3
<b>Spring Total Semester Credit Hours</b>		<b>15</b>
<b>Total First Year Semester Credit Hours</b>		<b>30-31</b>

## Second Year

Code	Title	Hours
Fall		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement ( <a href="http://catalog.tamut.edu/academic-information/university-core-curriculum/">http://catalog.tamut.edu/academic-information/university-core-curriculum/</a> ) <small>Satisfies Core Curriculum</small>		3-4
PSCI 2305	U.S. Government and Politics	3
ACCT 2301	Principles of Accounting I <small>requires minimum grade of 'C'</small>	3
BUSI 1301	Introduction to Business <small>Satisfies Core Curriculum</small>	3
MGT 395	Principles of Management	3
<b>Fall Total Semester Credit Hours</b>		<b>15-16</b>
Spring		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement ( <a href="http://catalog.tamut.edu/academic-information/university-core-curriculum/">http://catalog.tamut.edu/academic-information/university-core-curriculum/</a> )		3-4
PSCI 2306	State and Local Government	3
ACCT 2302	Principles of Accounting II <small>requires minimum grade of 'C'</small>	3
BUSI 2301	Business Law	3
MKT 363	Marketing	3
<b>Spring Total Semester Credit Hours</b>		<b>15-16</b>
<b>Total Second Year Semester Credit Hours</b>		<b>30-32</b>

## Third Year

Code	Title	Hours
<b>Fall</b>		<b>Semester Credit Hours</b>
GBUS 310	Business Communications	3
MGT 324	Business Data Analytics I	3
or SCM 324	Business Data Analytics I	
FIN 354	Financial Management	3
SCM 304	Principles of Supply Chain Management (SL)	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
<b>Fall Total Semester Credit Hours</b>		<b>15</b>
<b>Spring</b>		<b>Semester Credit Hours</b>
MGT 465	Production and Operations Management	3
MKT 366	Marketing Promotion	3
MIS 360	Essentials of Management Information Systems	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		2-3
<b>Spring Total Semester Credit Hours</b>		<b>15</b>
<b>Total Third Year Semester Credit Hours</b>		<b>30</b>

## Fourth Year

Code	Title	Hours
<b>Fall</b>		<b>Semester Credit Hours</b>
GBUS 440	International Business (EL)	3
ACCT 430	Business Ethics	3
MKT 445	Retailing (EL)	3
MKT 465	Sales Management	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
<b>Fall Total Semester Credit Hours</b>		<b>15</b>
<b>Spring</b>		<b>Semester Credit Hours</b>
MKT 467	Consumer Behavior	3
MGT 439	Business Strategy and Policy	3
MKT 364	Digital Marketing	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
<b>Spring Total Semester Credit Hours</b>		<b>15</b>
<b>Total Fourth Year Semester Credit Hours</b>		<b>30</b>
<b>Minimum Hours for Degree</b>		<b>120</b>

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.