

# MARKETING, BACHELOR OF BUSINESS ADMINISTRATION

## Requirements

### General Requirements

Code	Title	Credits
Core Curriculum		42
Required Support Courses		15
Business Core		36
Major Courses		27
<b>Total Credits</b>		<b>120</b>

- 36 advanced credit hours required for degree
- 30 upper-division hours (with minimum 15 hours in major courses) and 25% of total semester hours required for this degree must be completed at A&M-SA to satisfy residency requirement
- CIP Code: 52.1401

All students must complete the University's Core Curriculum (<https://catalog.tamusa.edu/undergraduate/academic-policies-procedures/core-curriculum/>) and the specific requirements of the major. In some cases, a course that is required for a major may also be counted towards the Core Curriculum.

Code	Title	Credits
<b>Core Curriculum <sup>1</sup></b>		
ENGL 1301	Composition I	3
ENGL 1302	Composition II	3
or ENGL 2311	Technical Writing	
MATH 1314	College Algebra	3
or MATH 1324	Math for Bus/Soc Sci I	
Life & Physical Science		3
Life & Physical Science		3
Language/Philosophy/Culture		3
Creative Arts		3
American History		3
American History		3
Government/Political Science		3
Government/Political Science		3
ECON 2301	Principles of Macroeconomics	3
ECON 2302	Principles of Microeconomics	3
UNIV 1301	First Year Seminar	3
Subtotal:		42
<b>Required Support Courses</b>		
BUAD 1301	Business Principles	3
QMBS 2305	Business Statistics I	3
ACCT 2301	Principles of Financial Acct	3
ACCT 2302	Principles of Managerial Acct	3
CISA 1305	Business Computer Applications	3
Subtotal:		15
<b>Business Core (Upper Level) <sup>2, 4</sup></b>		

ACCT 3301	Accounting for Non-Acct Mjrs	3
BCOM 3304	Bus Communication	3
BLAW 3341	Business Law	3
QMBS 2301	Quantitative Skills-Business	3
QMBS 3360	Business Statistics II	3
CISA 3358	Management Information Systems	3
FINC 3337	Principles of Finance	3
MGMT 3311	Principles of Management	3
MGMT 3320	Supply Chain & Operations Mgmt	3
MKTG 3311	Principles of Marketing	3
BUAD 4070	Business Capstone Lab <sup>5</sup>	0
MGMT 4370	Strategic Management <sup>3</sup>	3
Select one of COB's Approved Ethics Electives:		3
BUAD 4301	Ethical Decisions	
BUAD 4302	Ethical Decisions: Ethics Bowl	
BUAD 4303	Ethical Decisions Spcl Topics	

Additional course offerings may be developed in the future (4000-level MGMT/MKTG, ACCT/FINC, CISA)

Subtotal: 36

#### Major Courses

MKTG 3340	Consumer Behavior	3
MKTG 3341	Marketing Research	3
MKTG 3342	Integrated Mktg Communication	3
MKTG 3343	Digital Marketing (must be classified as senior standing)	3
MKTG 4361	Marketing Management (must be classified as senior standing)	3
MKTG 4363	International Marketing	3

#### Major Requirements

MKTG Elective		3
MKTG 3360	Personal Selling (is recommended)	
MKTG Elective		3
MKTG Elective		3
Subtotal:		27

**Total Credits 120**

- 1 Other courses may satisfy core curriculum requirements. Courses listed under the core curriculum above are also specific degree requirements and are recommended in the core to expedite degree completion
- 2 2.0 overall GPA for major
- 3 To be taken in your last semester; the exit exam is a requirement that must be passed before graduation.
- 4 Experiential Learning Requirement: Must have at least 2 courses designed by the Mays Center as experiential learning courses, with at least 1 in the student's major. Click here (<https://catalog.tamusa.edu/undergraduate/business/>) to see the list of approved experiential learning courses.
- 5 BUAD 4070 Business Capstone Lab Requirement: Senior standing required; must be completed during the same semester as MGMT 4370 Strategic Management.

## Plan of Study

*This suggested plan of study is intended to be used as a guide in conjunction with official degree requirements outlined in the catalog. While this plan demonstrates a course of study that covers eight semesters, each student's academic path is unique and your timeline may look different. Students should regularly consult with academic advisors as they plan their course schedules as course offerings may vary.*

### First Year

First Semester		Credits
ENGL 1301	Composition I	3
MATH 1314	College Algebra	3
or MATH 1324	or Math for Bus/Soc Sci I	
Life & Physical Science		3
UNIV 1301	First Year Seminar	3
CISA 1305	Business Computer Applications	3
<b>Credits</b>		<b>15</b>
Second Semester		
ENGL 1302	Composition II	3
QMBS 2301	Quantitative Skills-Business	3
Life & Physical Science		3
HIST 1302	US History from 1865	3
BUAD 1301	Business Principles	3
<b>Credits</b>		<b>15</b>

### Second Year

First Semester		
QMBS 2305	Business Statistics I	3
ACCT 2301	Principles of Financial Acct	3
GOVT 2305	Federal Government	3
ECON 2301	Principles of Macroeconomics	3
HIST 1301	US History to 1865	3
<b>Credits</b>		<b>15</b>
Second Semester		
Creative Arts		3
ACCT 2302	Principles of Managerial Acct	3
GOVT 2306	Texas Government	3
ECON 2302	Principles of Microeconomics	3
Language/Philosophy/Culture		3
<b>Credits</b>		<b>15</b>

### Third Year

First Semester		
ACCT 3301	Accounting for Non-Accnt Mjrs	3
MGMT 3311	Principles of Management	3
CISA 3358	Management Information Systems	3
BCOM 3304	Bus Communication	3
MKTG 3311	Principles of Marketing	3
<b>Credits</b>		<b>15</b>
Second Semester		
QMBS 3360	Business Statistics II	3
BLAW 3341	Business Law	3
MKTG 3340	Consumer Behavior	3
MKTG 3342	Integrated Mktg Communication	3
FINC 3337	Principles of Finance	3

MKTG Elective (3000 or 4000 level)		3
Credits		18
Fourth Year		
First Semester		
MKTG 3341	Marketing Research	3
MKTG 3343	Digital Marketing	3
MKTG Elective (3000 or 4000 level) (MKTG 3360 Recommended)		3
MKTG Elective (3000 or 4000 level)		3
MGMT 3320	Supply Chain & Operations Mgmt	3
BUAD 4101	Ethical Decision Making	1
Credits		16
Second Semester		
MKTG 4363	International Marketing	3
MKTG 4361	Marketing Management	3
MGMT 4370	Strategic Management	3
BUAD 4170	Business Capstone Lab	1
BUS Experiential Learning		1
Credits		11
Total Credits		120