

**CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING
TOTAL CREDITS REQUIRED: 120**

CORE CURRICULUM (STANDARD)*	TCCNS	MAJOR (MARKETING)	OTHER REQUIREMENTS
42 cr edits	EQUIVALENT	57 credits	21 cr edits
Communication:		School Core Requirements (30)	ECON 232 (3) / ECON 2302
ENG 131 (3) **	ENGL 1301	ACCT 231 (3) / ACCT 2301	FS 102 (1)
ENG 132 (3)	ENGL 1302	ACCT 232 (3) / ACCT 2302	MATH 138 (3) / MATH 1325
Mathematics:		BADM 101 (3) / BUSI 1301	MGSC 239 (3)
MATH 135 (3)	MATH 1324	BADM 230 (3) / BUSI 2301	General Electives (11) ****
Life and physical sciences:		BADM 234 (3) / BADM 2304	
CHEM 131 (3) or BIOL 143 (3)	CHEM 1311 or BIOL 1308	FIN 301 (3)	
CHEM 132 or BIOL 135 or GEOL 141 or PHYS 101 or PHYS 237 or PHYS 251 (3)	CHEM 1312 or BIOL 2301 or GEOL 1303 or PHYS 1315 or PHYS 1301 or PHYS 1302	MGMT 300 (3)	
Language, philosophy, and culture:		MKTG 306 (3)	
ENG 2xx (3) ***		MGSC 302 (3)	
Creative arts:		BADM 450 (3)	
MUSI 136 or MUSI 239 or THEA 130 or ART 135 or ART 137 (3)	MUSI 1306 or MUSU 1315 or DRAM 1310 or ARTS 1301 or HUMA 2323		
American history:			
HIST 231 (3)	HIST 1301	Major Requirements (27)	
HIST 232 (3)	HIST 1302	MKTG 307 (3)	
Government/political science:		MKTG 336 (3)	
POLS 235 (3)	GOVT 2305	MKTG 430 (3)	
POLS 236 (3)	GOVT 2306	MKTG 435 (3)	
		MKTG 431 (3)	
Social and behavioral sciences:		Electives (12)	
ECON 231 (3)	ECON 2301	BADM 466 (3)	
Institutional Options:		MKTG 432 (3)	
SC 135 or SC 136 (3)	SPCH 1321 or SPCH 1315	MKTG 444 (3)	
MIS 204 (3)	CO SC 1301	Business Course (3)	

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

*** ENG 230, ENG 231, ENG 235, or ENG 244 (TCCN: ENGL 2332, ENGL 2333, ENGL 2326, or ENGL 2326)

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

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING
DEGREE PLAN – TOTAL CREDITS: 120**

First Year	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 138 Math for Business & Economics Analysis II	3
	FS 102 Freshman Seminar	1	MIS 204 Fundamentals of Information Systems	3
	MATH 135 Math for Bus & Eco Analysis I	3	BADM 234 Legal & Regulatory Envir of Bus	3
	SC 135 Business & Professional Comm.	3	Life & Physical Sciences	3
	Creative Arts	3		
		16 hrs		15 hrs

Second Year	THIRD SEMESTER		FOURTH SEMESTER	
	POLS 235 American Government	3	POLS 236 Texas Government	3
	HIST 231 Social & Political History I	3	HIST 232 Social & Political History II	3
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	Language, Philosophy & Culture	3
	Life & Physical Sciences	3	ECON 231 Principles of Economics I	3
	15 hrs		15 hrs	

Third Year	FIFTH SEMESTER		SIXTH SEMESTER	
	ECON 232 Principles of Economics II	3	MKTG 307 Marketing Channels and Institutions	3
	MKTG 306 Principles of Marketing	3	MKTG 336 Marketing Communications	3
	MGSC 239 Business Statistics I	3	MGSC 302 Operations Management I	3
	FIN 301 Basic Financial Management	3	Business Elective	3
	Marketing Elective	3	General Elective	3
	15 hrs		15 hrs	

Fourth Year	SEVENTH SEMESTER		EIGHTH SEMESTER	
	MKTG 430 Marketing Decision Making: Theory and Practice	3	BADM 450 Organizational Policy & Strategy	3
	MGMT 300 Principles of Management	3	MKTG 435 Strategic Marketing Management	3
	MKTG 431 Entrepreneurial Marketing	3	Marketing Elective	3
	Marketing Elective	3	General Elective	3
	General Elective	3	General Elective	2
	15 hrs		14 hrs	