

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" 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]		
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.		6
Communication		
BA 3301	Professional Written Comm	3
Business Foundation		
ACC 2301	Intro to Financial Accounting	3
ACC 2302	Intro to Managerial Accounting	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		9
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**; responsible for meeting all course prerequisites; and must meet **foreign language** and **writing intensive course** requirements for graduation. See Academic Regulations-Undergraduate online.

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
Creative Arts		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
General Elective ¹		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 6 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.