

Marketing-Merchandising, B.B.A.

| Course | Title | Semester Credit Hours |
|------------------------------|----------------------------------------|-----------------------|
| Freshman Year | | |
| Semester 1 | | |
| COMS 1315 | Bus and Professional Comm ¹ | 3 |
| ENGL 1301 | Rhetoric and Composition | 3 |
| HIST 1301 | American History to 1877 | 3 |
| MATH 1314 | College Algebra | 3 |
| UNIV 1201 | Learning in Global Context | 2 |
| Life/Physical sciences | | 3 |
| Semester Credit Hours | | 17 |
| Semester 2 | | |
| ENGL 1302 | Rhetoric and Composition | 3 |
| HIST 1302 | American History since 1877 | 3 |
| MATH 1324 | Math for Bus and Econ I | 3 |
| Creative arts | | 3 |
| Life/Physical sciences | | 3 |
| Semester Credit Hours | | 15 |
| Sophomore Year | | |
| Semester 1 | | |
| ACCT 2301 | Principles of Accounting I | 3 |
| BUAD 2341 | Business Law | 3 |
| ECON 2301 | Principles of Macroeconomics | 3 |
| MRCH 1330 | Principles of Merchandising | 3 |
| POLS 2301 | Government and Politics of US | 3 |
| Semester Credit Hours | | 15 |
| Semester 2 | | |
| ACCT 2302 | Prnc of Accounting II | 3 |
| BCOM 3306 | Business Communication (WI) | 3 |
| BUAD 1115 | Intro to Business Software | 1 |
| ECON 2302 | Principles of Microeconomics | 3 |
| Select one of the following: | | 3 |
| ENGL 2342 | Introduction to Literature | |
| ENGL 2362 | Read in Short Story and Drama | |
| ENGL 2314 | Technical Writing ² | |
| POLS 2302 | Government and Politics of TX | 3 |
| Semester Credit Hours | | 16 |
| Junior Year | | |
| Semester 1 | | |
| BUAD 3355 | Business Statistics | 3 |
| FINC 3321 | Business Finance | 3 |
| BUAD 3366 | Intro to Business Intelligence | 3 |
| MGMT 3322 | Principles of Management | 3 |
| MKTG 3324 | Principles of Marketing | 3 |
| Semester Credit Hours | | 15 |
| Semester 2 | | |
| BUAD 2374 | International Business | 3 |
| ISYS 3330 | Info Sys and Bus Analytics | 3 |
| MKTG 3370 | Online Marketing | 3 |

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| MRCH 3332 | Mrch Buying & Assort Planning | 3 |
| Adv. MKTG Elective | | 3 |
| Semester Credit Hours | | 15 |
| Senior Year | | |
| Semester 1 | | |
| MGMT 3355 | Logistics & SCM | 3 |
| MKTG 4310 | Retail Marketing Management | 3 |
| MRCH 4334 | Product Development | 3 |
| MRCH 4330 | Promo Strategies in Mrch | 3 |
| MKTG 3365 | Marketing Research | 3 |
| Semester Credit Hours | | 15 |
| Semester 2 | | |
| MGMT 4390 | Strategic Mgmt Global Bus Env | 3 |
| MKTG 4390 | Marketing Mgmt and Analytics | 3 |
| MRCH 4331 | Cultural Influences on Mrch | 3 |
| MRCH 4336 | Sust & Global Sourcing | 3 |
| Semester Credit Hours | | 12 |
| Total Credit Hours Required: | | 120 |

¹ COMS 1311 may not be substituted for COMS 1315.

² Students who choose to take ENGL 2314 must fulfill the core curriculum *Lang/Phil/Culture* component by taking an appropriate course as an elective.