

Marketing, 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
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 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
POLS 2302	Government and Politics of TX	3
Semester Credit Hours		13
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 3364	Integrated Marketing Comm	3
MKTG 3370	Online Marketing	3

Elective		3
Semester Credit Hours		15
Senior Year		
Semester 1		
MGMT 3355	Logistics & SCM	3
MKTG 3365	Marketing Research	3
MKTG 4310	Retail Marketing Management	3
MKTG 4334	Product Development	3
MKTG 4363	Global Marketing	3
Semester Credit Hours		15
Semester 2		
MGMT 4390	Strategic Mgmt Global Bus Env	3
MKTG 4350	Consumer Behavior	3
MKTG 4390	Marketing Mgmt and Analytics	3
MKTG, adv.		3
Nonbusiness elective		3
Semester Credit Hours		15
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.