

## BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

### 2019-2020 Degree Plan

<b>CORE CURRICULUM (See note below)</b>		<b>42 SCH</b>	
	<b>Grd</b>	<b>SCH</b>	
<b>(010) COMMUNICATION</b>			
ENGL 1301 Composition I		3	
ENGL 1302 Composition II or ENGL 2311 Technical Writing		3	
<b>(020) MATHEMATICS</b>			
MATH 1314 or MATH1324		3	
<b>(030) LIFE AND PHYSICAL SCIENCE</b>			
Life & Physical Science		3	
Life & Physical Science		3	
<b>(040) LANGUAGE, PHILOSOPHY, AND CULTURE</b>			
Language/Philosophy/Culture		3	
<b>(050) CREATIVE ARTS</b>			
Creative Arts		3	
<b>(060) AMERICAN HISTORY</b>			
American History		3	
American History		3	
<b>(070) GOVERNMENT/POLITICAL SCIENCE</b>			
Government/Political Science		3	
Government/Political Science		3	
<b>(080) SOCIAL AND BEHAVIORAL SCIENCE</b>			
ECON 2301 Macroeconomics		3	
<b>(090) COMPONENT AREA OPTION</b>			
SPCH 1315 Fund of Public Speaking		3	
ECON 2302 Microeconomics		3	
<b>REQUIRED SUPPORT COURSES</b>		<b>12 SCH</b>	
	<b>Grd</b>	<b>SCH</b>	
BUAD 2305 Business Statistics I		3	
ACCT 2301 Princ of Financial Acct		3	
ACCT 2302 Princ of Managerial Acct		3	
CISA 1305 Business Computer Appl		3	
<b>UNIVERSITY REQUIREMENTS</b>		<b>4 SCH</b>	
	<b>Grd</b>	<b>SCH</b>	
UNIV 1101 Jaguar Tracks I		1	
UNIV 2101 Jaguar Tracks II		1	
BUAD 3101 Jaguar Tracks III Business		1	
BUAD 4101 Jaguar Tracks IV Business		1	

**Note about core curriculum courses:** 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.

<b>Business Core (Upper Level)</b>		<b>34 SCH</b>	
<b>2.0 overall GPA for major</b>		<b>Grd</b>	<b>SCH</b>
ACCT 3301 Acct for non-Acct Majors			3
BCOM 3304 Business Communications			3
BLAW 3341 Business Law			3
BUAD 2310 Quantitative Skills for Business			3
BUAD 3360 Business Statistics II			3
CISA 3358 Mgmt Information Systems			3
FINC 3337 Business Finance			3
MGMT 3311 Principles Of Management			3
MGMT 3320 Supply Chain & Ops Mgmt			3
MKTG 3311 Principles Of Marketing			3
MGMT 4370 MGMT Decision and Business Policy**			3
BUAD 4170 Business Capstone Lab**			
<b>MAJOR Courses</b>		<b>27 SCH</b>	
		<b>Grd</b>	<b>SCH</b>
MKTG 3340 Consumer Behavior			3
MKTG 3341 Marketing Research			3
MKTG 3342 Integrated Mktg Comm			3
MKTG 3343 Digital Marketing			3
MKTG 4361 Marketing Management ( <i>must be classified as senior standing</i> ) **			3
MKTG 4363 International Marketing			3
<b>MAJOR Requirements</b>			
MKTG Elective (MKTG 3360 Personal Selling is recommended)			3
MKTG Elective			3
MKTG Elective			3
<b>ELECTIVE</b>		<b>1 SCH</b>	
		<b>GRD</b>	<b>SCH</b>
Business Experiential Learning			1

- 120 CREDIT HOURS REQUIRED FOR DEGREE
- 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
- \*\* To be taken in your last semester