

Bachelor of Business Administration in Marketing

2018-2019 Degree Plan

CORE CURRICULUM (See note below)		42 SCH	
	Grd	SCH	
(010) COMMUNICATION			
ENGL 1301 Composition I		3	
ENGL 1302 Composition II or ENGL 2311 Technical Writing		3	
(020) MATHEMATICS			
MATH 1314 or MATH1324		3	
(030) LIFE AND PHYSICAL SCIENCE			
Life & Physical Science		3	
Life & Physical Science		3	
(040) LANGUAGE, PHILOSOPHY, AND CULTURE			
Language/Philosophy/Culture		3	
(050) CREATIVE ARTS			
Creative Arts		3	
(060) AMERICAN HISTORY			
HIST 1301 US History to 1865		3	
HIST 1302 US History from 1865		3	
(070) GOVERNMENT/POLITICAL SCIENCE			
GOVT 2305 Federal Government		3	
GOVT 2306 Texas Government		3	
(080) SOCIAL AND BEHAVIORAL SCIENCE			
ECON 2301 Macroeconomics		3	
(090) COMPONENT AREA OPTION			
SPCH 1315 Fund of Public Speaking		3	
ECON 2302 Microeconomics		3	
REQUIRED SUPPORT COURSES		12 SCH	
	Grd	SCH	
MATH 1325 Math for Business and Social Sciences II (Business Calculus)		3	
ACCT 2301 Princ of Financial Acct		3	
ACCT 2302 Princ of Managerial Acct		3	
CISA 1305 Business Computer Appl		3	
UNIVERSITY REQUIREMENTS		4 SCH	
	Grd	SCH	
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.

Business Core (Upper Level) 2.0 overall GPA for major		33 SCH	
	Grd	SCH	
ACCT 3301 Acct for non-Acct Majors		3	
BCOM 3304 Business Communications		3	
BLAW 3341 Business Law		3	
BUAD 3301 Quant Methods of Business		3	
BUAD 3355 Business Statistics		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 <i>(to be completed in your last semester only)</i> **		3	
MAJOR Courses		27 SCH	
	Grd	SCH	
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	
MAJOR Requirements			
MKTG Elective (MKTG 3360 Personal Selling is recommended)		3	
MKTG Elective		3	
MKTG Elective		3	
ELECTIVE		2 SCH	
	GRD	SCH	
BUAD Experiential Learning			
BUAD Experiential Learning			

- 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