

Marketing B.B.A.

Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

Business Core

See Business Core Requirements (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/>) 48

Required courses in the major

| | | |
|---|--|---|
| MKT 366 | Integrated Marketing Communications | 3 |
| or MKT 367 | Selling & Sales Management | |
| MKT 420 | GLB/International Marketing | 3 |
| MKT 436 | Marketing Research | 3 |
| MKT 445 | Retail Management | 3 |
| or MKT 386 | Supply Chain Management and Marketing Channels | |
| MKT 467 | GLB/Buyer Behavior | 3 |
| Plus 9 SCH from: | | 9 |
| MKT 422 | Electronic Commerce | |
| MKT 431 | Internship | |
| MKT 471 | Marketing Analytics | |
| MKT 497 | Special Topics | |
| Business Elective Hours not other wise required (Adv) | | 6 |

Total Hours 120

A grade of "C" or higher must be earned in all courses in this Major.