

Marketing B.B.A. : BBA-MKT

Core Curriculum Courses

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

Business Core

See Business Core Requirements (<https://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	International Marketing	3
MKT 436	Marketing Research	3
MKT 445	Retail Management	3
or MKT 386	Supply Chain Management and Marketing Channels	
MKT 467	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

First Year

Fall	Hours	Spring	Hours
ENG 1301		3 ENG 1302	3
HIST 1301		3 HIST 1302	3
MATH 1324		3 MATH 1325	3
CID 2301		3 ECO 1307	3
COB 1301		3 BUSA 1305	3
		15	15

Second Year

Fall	Hours	Spring	Hours
PSCI 2305		3 PSCI 2306	3
ACCT 2301		3 ACCT 2302	3
ECO 2301		3 ECO 2302	3
US Life and Physical Sciences		3 US Creative Arts Elective	3
US Lit, Philosophy, Culture Elective		3 US Life and Physical Sciences	3
		15	15

Third Year

Fall	Hours	Spring	Hours
MGT 303		3 MKT 366 or 367	3
MGT 305		3 FIN 304	3
MKT 306		3 ECO 302	3
Business Elective		3 MGT 301	3
Business Elective		3 Marketing Elective	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
MKT 420		3 MKT 467	3
MKT 436		3 MGT 439	3
MKT 445 or 386		3 ECO 309 or MKT 471	3
BUSA 326		3 Marketing Elective	3
MGT 307		3 Marketing Elective	3
		15	15

Total Hours: 120