

Marketing B.B.A.

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

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