

Marketing and Business Analytics

Zaki Malik (Department Head)

Location: McDowell Administration Building, Room 315, 903-886-5692, Fax 903-886-5693

Marketing and Business Analytics Web Site (<http://www.tamuc.edu/academics/colleges/business/departments/businessAdministration/default.aspx>)

The Department of Marketing and Business Analytics offers consumer and data oriented undergraduate degree programs and minors. Students are exposed to fundamental business knowledge and skills along with experiential learning to help competitively position their entry in the global business environment.

The department offers the Bachelor of Business Administration (BBA) degree in Marketing. A marketing degree teaches students to understand the marketplace and develop a strategic plan to achieve the goals of the organization. Marketing students graduate with exposure to research, analytics, promotions, sales management, supply chain and traditional as well as new media. A BBA in Marketing prepares graduates for careers in all areas of marketing such as sales management, research, retailing, consumer behavior, promotion, product marketing, and digital marketing.

The department also offers the Bachelor of Business Administration (BBA) degree in Business Analytics. It is recognized STEM (Science, Technology, Engineering & Math) program. A business analytics degree teaches students to collect, organize, analyze, optimize and interpret "Big Data" for the purposes of problem solving and decision-making. Business analytics students graduate with competencies that enhance strategic and operational efficiencies. The skills they learn are highly sought by employers. The program will prepare students for specific jobs such as becoming a computer systems analyst, management analyst/business analyst/process analyst, market research analyst, and operations research analyst.

Minors in Marketing and Business Analytics will supplement students' business knowledge that will set them apart and enhance their employability. The minors are designed to provide both business and non-business majors exposure to other business disciplines.

Students seeking a bachelor's degree in any of the following majors must complete:

1. degree requirements for the specific degree,
2. Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>), and
3. the College of Business (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/>) core course requirements (refer to those sections of this catalog).

Business Analytics B.B.A. (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/business-analytics-bba/>)

Business Analytics Minor (http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/bus_analytics_minor/)

Marketing B.B.A (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/marketing-bba/>)

Marketing Minor (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/marketing-minor/>)