

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of

- the University Core Curriculum (catalog.shsu.edu/archives/2016-2017/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum)
- the Business Core (catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/#businesscore)
- Courses required for the major
- Computer Literacy (BUAD 1305 or CSTE 1330)
- Elective(s)

Transfer students must take at least 50% of the required business curriculum for the BBA in residence at SHSU, which may include courses taken at The Woodlands Center (<http://www.shsu.edu/academics/woodlands-center>) campus or through SHSU Online (<http://distance.shsu.edu>) .

Major-Specific Requirements

A minimum grade of "C" is required in all Marketing courses taken for the Marketing major.

Bachelor of Business Administration, Major in Marketing

Core Curriculum (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum)	
Component Area I (Communication)	6
Component Area II (Mathematics)	3
Component Area III (Life and Physical Science)	8
Component Area IV (Language, Philosophy, and Culture)	3
Component Area V (Creative Arts)	3
Component Area VI (U.S. History)	6
Component Area VII (Political Science/Government)	6
Component Area VIII (Social and Behavioral Sciences)	3
Component Area IX (Component Area Option)	4

First Year

Fall	Hours Spring	Hours
ENGL 1301	3 ENGL 1302	3
HIST 1301	3 HIST 1302	3
Component Area III: Life and Physical Science (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4 Component Area III: Life and Physical Science (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
BUAD 1305 or CSTE 1330	3 MATH 1324	3
KINE 2115, ECON 1100, or NGLI 1101	1 Component V: Creative Arts (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
	14	16

Second Year

Fall	Hours Spring	Hours
POLS 2305	3 POLS 2306	3
ACCT 2301	3 ACCT 2302	3
ECON 2302	3 BUAD 2321 or COMS 1361	3
Component Area IV: Language, Philosophy, and Culture (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)	3 ECON 2301	3

BANA 2372	3 BUAD 2301	3
	15	15

Third Year

Fall	Hours Spring	Hours
PSYC 1301 or SOCI 1301	3 MGMT 3370	3
MGMT 3310	3 MGIS 3310	3
BANA 3363	3 MKTG 3320	3
FINC 3320	3 Marketing Elective ¹	3
MKTG 3310	3 ECON 3357, 4357, or 4365	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
MKTG 4350	3 MKTG 4340	3
BUAD 3335	3 MKTG 4390	3
MKTG 3328	3 Marketing Elective ¹	3
Marketing Elective ¹	3 MGMT 4390	3
ACCT 3304	3 General Elective	3
	15	15

Total Hours: 120

¹ MKTG Elective, choose from the following (3 total)

MKTG 3335	Retailing	3
MKTG 3350	Services Marketing Management	3
MKTG 3370	Mkt Comm Promotional Strategy	3
MKTG 4330	Sales Management	3
MGMT 4360	Supply Chain Management	3