

# BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of

- the University Core Curriculum ([catalog.shsu.edu/archives/2017-2018/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum](http://catalog.shsu.edu/archives/2017-2018/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum))
- the Business Core ([catalog.shsu.edu/archives/2017-2018/undergraduate/colleges-academic-departments/business-administration/#businesscore](http://catalog.shsu.edu/archives/2017-2018/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 Sam Houston State University, 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

Marketing majors must make a minimum grade of “C” or better in all Marketing (MKTG) courses taken to graduate with a BBA in Marketing.

### Bachelor of Business Administration, Major in Marketing

<b>Core Curriculum</b> ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum</a> )	
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
Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )	4 Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )	4
ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130 <sup>1</sup>	1 Component Area V ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav</a> )	3
ENGL 1301 <sup>2</sup>	3 BUAD 1305 or CSTE 1330	3
HIST 1301 <sup>3</sup>	3 ENGL 1302 <sup>2</sup>	3
MATH 1324 <sup>4</sup>	3 HIST 1302 <sup>3</sup>	3
	14	16

### Second Year

Fall	Hours Spring	Hours
ACCT 2301	3 ACCT 2302	3
Component Area IV ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv</a> )	3 BUAD 2321 or COMS 2382 <sup>1</sup>	3
BANA 2372	3 BUAD 2301	3
ECON 2302	3 ECON 2301 <sup>6</sup>	3
POLS 2305 <sup>5</sup>	3 POLS 2306 <sup>5</sup>	3
	15	15

**Third Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
BANA 3363	3 ECON 3357, 4357, or 4365	3
FINC 3320	3 MGIS 3310	3
MGMT 3310	3 MGMT 3370	3
MKTG 3310	3 MKTG 3320	3
PSYC 1301 or SOCI 1301	3 MKTG Elective <sup>7</sup>	3
	15	15

**Fourth Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
ACCT 3304	3 General Elective	3
BUAD 3335	3 MGMT 4390	3
MKTG 3328	3 MKTG 4340	3
MKTG 4350	3 MKTG 4390	3
MKTG Elective <sup>7</sup>	3 MKTG Elective <sup>7</sup>	3
	15	15

Total Hours: 120

- <sup>1</sup> Satisfies requirement for Core Curriculum Component Area IX (Component Area Option).
- <sup>2</sup> Satisfies requirement for Core Curriculum Component Area I (Communication).
- <sup>3</sup> Satisfies requirement for Core Curriculum Component Area VI (U.S. History).
- <sup>4</sup> Satisfies requirement for Core Curriculum Component Area II (Mathematics).
- <sup>5</sup> Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).
- <sup>6</sup> Satisfies requirement for Core Curriculum Component Area VIII (Social and Behavioral Sciences).
- <sup>7</sup> Marketing Electives, 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