

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of:

- University Core (<http://catalog.shsu.edu/archives/2020-2021/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>)
- Business Core ¹
- Major required courses
- Speech communications course (BUAD 2321 or COMS 2382) that also satisfies a University core requirement
- Computer literacy course (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/>).

¹ The Business Core is made up of the following courses:

Code	Title	Hours
ACCT 2301	Principles of Financial Acc	3
ACCT 2302	Principles of Managerial Acc	3
BANA 2372	Business Analysis	3
BANA 3363	Inter Business Analysis	3
BUAD 2301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics ¹	3
ECON 3000-4000 level ²		3
FINC 3320	Business Finance	3
MGIS 3310	Principles of MIS	3
MGMT 3310	Principles Of Management	3
MGMT 3370	Operations Management	3
MGMT 4390	Strategic Management & Policy	3
MKTG 3310	Principles Of Marketing	3

¹ Satisfies a University core requirement

² Specific course may be specified by the major.

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.

Degree Plan

Code	Title	Hours
Bachelor of Business Administration, Major in Marketing		
Core Curriculum (http://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
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)
ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130 ¹		1 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)
ENGL 1301 ²		3 BUAD 1305 or CSTE 1330
HIST 1301 ³		3 ENGL 1302 ²
MATH 1324 ⁴		3 HIST 1302 ³
	14	16
Second Year		
Fall	Hours	Spring
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)		3 ACCT 2302
ACCT 2301		3 BUAD 2321 or COMS 2382 ¹
BANA 2372		3 BUAD 2301
ECON 2302		3 ECON 2301 ⁶
POLS 2305 ⁵		3 POLS 2306 ⁵
	15	15
Third Year		
Fall	Hours	Spring
BANA 3363		3 ECON 3357, 4357, or 4365
FINC 3320		3 MGIS 3310
MGMT 3310		3 MGMT 3370
MKTG 3310		3 MKTG 3320
PSYC 1301 or SOCI 1301		3 MKTG Technical Electives ⁷
	15	15
Fourth Year		
Fall	Hours	Spring
ACCT 3304		3 General Electives
BUAD 3335		3 MGMT 4390
MKTG 3328		3 MKTG 4340 or MGMT 4340
MKTG 4350		3 MKTG 4390
MKTG Technical Electives ⁷		3 MKTG Technical Electives ⁷
	15	15

Total Hours: 120

- ¹ Satisfies requirement for Core Curriculum Component Area IX (Component Area Option).
- ² Satisfies requirement for Core Curriculum Component Area I (Communication).
- ³ Satisfies requirement for Core Curriculum Component Area VI (U.S. History).
- ⁴ Satisfies requirement for Core Curriculum Component Area II (Mathematics).
- ⁵ Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).
- ⁶ Satisfies requirement for Core Curriculum Component Area VIII (Social and Behavioral Sciences).
- ⁷ Marketing Technical Electives, choose **3 total** from the following list:

Code	Title	Hours
MKTG Technical Prescribed Electives		
MKTG 3335	Retailing	3
MKTG 3350	Services Marketing Management	3
MKTG 3370	Mkt Comm Promotional Strategy	3
MGMT 3372	Supply Chain Management	3
MKTG 4085	Special Topic (can only be taken once)	3
MKTG 4330	Sales Management	3

The BBA in Marketing is designed to provide graduates with the following marketable skills:

- Professional communication skills: verbal and written.
- Critical thinking, problem solving, and analytic ability.
- Teamwork, interpersonal skills, and influencing skills.
- Proficient with productivity software.
- Creativity and ability to think outside the box.