

# BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of:

- University Core Curriculum (<http://catalog.shsu.edu/archives/2022-2023/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/>).

<sup>1</sup> The Business Core consists of the following courses:

Code	Title	Hours
<b>Business Core</b>		
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 <sup>1</sup>	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

<sup>1</sup> Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

## Major 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
Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">http://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
<b>First Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )		4 BUAD 1305 or CSTE 1330		3
ECON 1100, KINE 2115, MCOM 1130, or NGLI 1101 <sup>1</sup>		1 Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )		4
ENGL 1301 <sup>2</sup>		3 Component Area V ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav</a> )		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
		<b>14</b>		<b>16</b>
<b>Second Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
ACCT 2301		3 ACCT 2302		3
BANA 2372		3 BUAD 2301		3
Component Area IV ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv</a> )		3 BUAD 2321 or COMS 2382 <sup>1</sup>		3
ECON 2301		3 ECON 2302 <sup>6</sup>		3
POLS 2305 <sup>5</sup>		3 POLS 2306 <sup>5</sup>		3
		<b>15</b>		<b>15</b>
<b>Third Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
BANA 3363		3 MGIS 3310		3
FINC 3320		3 MGMT 3370		3
MGMT 3310		3 MKTG 3320		3
MKTG 3310		3 Marketing Technical Electives <sup>7</sup>		3
PSYC 1301 or SOCI 1301		3 Marketing Technical Electives <sup>7</sup>		3
		<b>15</b>		<b>15</b>
<b>Fourth Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
ACCT 3304		3 General Electives		3
BUAD 3335		3 MGMT 4390		3
MKTG 3328		3 MKTG 4340 or MGMT 4340		3
MKTG 4350		3 MKTG 4390		3
Marketing Technical Electives <sup>7</sup>		3 Marketing Technical Electives <sup>7</sup>		3
		<b>15</b>		<b>15</b>
<b>Total Hours: 120</b>				

<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 Technical Electives, select four courses (12 SCH) total from the course list below.

Code	Title	Hours
<b>Marketing Technical Electives <sup>7</sup></b>		
Select four from the following:		
Advanced MKTG Electives (3000 or 4000 level), not including required MKTG courses		
MGMT 3372	Supply Chain Management	

#### Notes

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

A minor is not required for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours will be needed above the degree program's stated total semester credit hours.

All minors can be paired with this degree program.

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.