BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of

- the University Core Curriculum
- the Business Core ¹
- courses required for the major
- a speech communications course (BUAD 2321 or COMS 2382) that also satisfies a University core requirement
- a 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:

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business Administration, Major in Marketing</td>
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<td></td>
</tr>
</tbody>
</table>

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
### Bachelor of Business Administration, Major in Marketing

#### First Year

<table>
<thead>
<tr>
<th>Component Area III</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130(^1)</td>
<td>1 Component Area V</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1301(^2)</td>
<td>3 BUAD 1305 or CSTE 1330</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1301(^3)</td>
<td>3 ENGL 1302(^2)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1324(^4)</td>
<td>3 HIST 1302(^2)</td>
<td>3</td>
</tr>
</tbody>
</table>

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#### Second Year

<table>
<thead>
<tr>
<th>Component Area IV</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>3 ACCT 2302</td>
<td>3</td>
</tr>
<tr>
<td>BANA 2372</td>
<td>3 BUAD 2301</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>3 ECON 2301(^6)</td>
<td>3</td>
</tr>
<tr>
<td>POLS 2305(^5)</td>
<td>3 POLS 2306(^5)</td>
<td>3</td>
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</table>

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#### Third Year

<table>
<thead>
<tr>
<th>Component Area V</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANA 3363</td>
<td>3 ECON 3357, 4357, or 4365</td>
<td>3</td>
</tr>
<tr>
<td>FINC 3320</td>
<td>3 MGMT 3310</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>3 MGMT 3370</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>3 MKTG 3320</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 1301 or SOCI 1301</td>
<td>3 MKTG Electives(^7)</td>
<td>3</td>
</tr>
</tbody>
</table>

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#### Fourth Year

<table>
<thead>
<tr>
<th>Component Area VI</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 3304</td>
<td>3 General Electives</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 3335</td>
<td>3 MGMT 4390</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3328</td>
<td>3 MKTG 4340</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4350</td>
<td>3 MKTG 4390</td>
<td>3</td>
</tr>
<tr>
<td>MKTG Electives(^7)</td>
<td>3 MKTG Electives(^7)</td>
<td>3</td>
</tr>
</tbody>
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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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3335</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3350</td>
<td>Services Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3370</td>
<td>Mkt Comm Promotional Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4330</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4360</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>