

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of:

- University Core Curriculum (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>)
- Business Core
- Computer Literacy course (BUAD 1305 or CSTE 1330)
- Major Required courses
- 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/>).

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-business-administration-in-marketing/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

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) ¹		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) ²		3
Component Area IX (Component Area Option) ³		4
Degree Specific Requirement		
BUAD 1305 or CSTE 1330	Business Computer Applications Introduction to Computers	3
MATH 1324	Mth for Mngl Decision Making ¹	3
Business Core		
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 3301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics 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
Major Required		
ACCT 3304	Managerial Accounting	3
MKTG 3320	Consumer Behavior	3

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MKTG 3328	Professional Selling	3
MKTG 4340 or MGMT 4340	International Marketing International Management	3
MKTG 4350	Marketing Research	3
MKTG 4390	Strategic Marketing Management	3
Major: Prescribed Electives		
Marketing Technical Electives ⁴		12
Electives: Advanced Prescribed ⁵		3
Electives: General		
General Electives		3
Minor: Not Required^{6,7}		
Total Hours		120

- ¹ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).
- ² ECON 2302 is a Business Core course and should be taken to satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).
- ³ BUAD 2321 OR COMS 2382 is suggested to fulfill the three-hour credit the Core Curriculum requirement for Component Area IX (Component Area Option). The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, OR UNIV 1101.
- ⁴ See the course listing below for Marketing Technical Electives.
- ⁵ Select from 3000 or 4000 level COBA courses.
- ⁶ 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.
- ⁷ The following minor cannot be paired with this degree program: Minor in General Business Administration.

Code	Title	Hours
Marketing Technical Electives⁴		
Select four from the following:		12
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 minimum grade of "C" is required in all Marketing courses taken for the Marketing major.
- 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.
- The following minor cannot be paired with this degree program: Minor in General Business Administration.

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-business-administration-in-marketing/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

First Year

Fall	Hours	Spring	Hours
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)	4

Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ¹	1	Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
ENGL 1301 ²	3	BUAD 1305 or CSTE 1330	3
HIST 1301 ³	3	ENGL 1302 ²	3
MATH 1324 ⁴	3	HIST 1302 ³	3
	14		16
Second Year			
Fall	Hours	Spring	Hours
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)		3 Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ⁶	3
ACCT 2301		3 ACCT 2302	3
BANA 2372		3 ECON 2302 ⁷	3
ECON 2301		3 POLS 2306 ⁵	3
POLS 2305 ⁵		3 General Electives	3
	15		15
Third Year			
Fall	Hours	Spring	Hours
BANA 3363		3 MGIS 3310	3
BUAD 3301		3 MGMT 3370	3
FINC 3320		3 MKTG 3320	3
MGMT 3310		3 Marketing Technical Electives ⁸	3
MKTG 3310		3 Marketing Technical Electives ⁸	3
	15		15
Fourth Year			
Fall	Hours	Spring	Hours
ACCT 3304		3 MGMT 4390	3
BUAD 3335		3 MKTG 4340 or MGMT 4340	3
MKTG 3328		3 MKTG 4390	3
MKTG 4350		3 Electives: Advanced Prescribed ⁹	3
Marketing Technical Electives ⁸		3 Marketing Technical Electives ⁸	3
	15		15

Total Hours: 120

- ¹ The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, OR UNIV 1101.
- ² Satisfies Core Curriculum requirement for Component Area I (Communications).
- ³ Satisfies Core Curriculum requirement for Component Area VI (U.S. History).
- ⁴ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).
- ⁵ Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).
- ⁶ BUAD 2321 OR COMS 2382 is suggested to fulfill the three-hour credit the Core Curriculum requirement for Component Area IX (Component Area Option).
- ⁷ ECON 2302 is a Business Core course and should be taken to satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).
- ⁸ See the course listing below for Marketing Technical Electives.
- ⁹ Select from 3000 or 4000 level COBA courses.

Code	Title	Hours
Marketing Technical Electives⁸		
Select four from the following:		12

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

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.

The following minor cannot be paired with this degree program: Minor in General Business Administration.

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.