

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Each BBA degree consists of:

- University Core Curriculum (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>)
- Business Core
- Computer Literacy course (MGIS 1305 or CSTE 1330)
- Major Required courses
- Elective(s)
- COBA Career Readiness Academy I & II (<https://shsu.edu/academics/business-administration/center-for-building-business-professionals/career-readiness/>)

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 (https://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		
MATH 1324	Mathematics for Managerial Decision Making ¹	3
MGIS 1305 or CSTE 1330	Business Computer Applications Introduction to Computers	3
Business Core		
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	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 Management Information Systems (MIS)	3
MGMT 3310	Principles Of Management	3
MGMT 4390	Strategic Management & Policy	3
MKTG 3310	Principles Of Marketing	3
SCMG 3370	Operations Management	3
Major: Required		

MKTG 3320	Consumer Behavior	3
MKTG 3328	Professional Selling	3
MKTG 4350	Marketing Research	3
MKTG 4390	Strategic Marketing Management	3
Major: Prescribed Electives		
Marketing Technical Electives ⁴		15
Electives: Advanced Prescribed ⁵		6
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 1301 or BUAD 2321 is suggested to fulfill the three-hour credit of 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 credit 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 Electives ⁴		
Select five from the following:		15
Advanced MKTG Electives (3000 or 4000 level), not including required MKTG courses		
SCMG 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" in required Marketing courses, MKTG 3320, MKTG 3328, MKTG 4350, and MKTG 4390.

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 credit 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 (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
Component Area IX (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ¹		1 Component Area V (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3

ENGL 1301 ²	3 ENGL 1302 ²	3
HSTY 1301 ³	3 HSTY 1302 ³	3
MATH 1324 ⁴	3 MGIS 1305 or CSTE 1330	3
14		16

Second Year

Fall	Hours	Spring	Hours
Component Area IV (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)		3 Component Area IX (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ¹	3
ACCT 2301		3 ACCT 2302	3
BANA 2372		3 ECON 2302 ⁶	3
ECON 2301		3 General Electives	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
15		15	

Third Year

Fall	Hours	Spring	Hours
BANA 3363		3 Marketing Technical Electives ⁷	3
BUAD 3301		3 Marketing Technical Electives ⁷	3
FINC 3320		3 MGIS 3310	3
MGMT 3310		3 MKTG 3320	3
MKTG 3310		3 SCMG 3370	3
15		15	

Fourth Year

Fall	Hours	Spring	Hours
BUAD 3335		3 Electives: Advanced Prescribed ⁸	3
Electives: Advanced Prescribed ⁸		3 Marketing Technical Electives ⁷	3
Marketing Technical Electives ⁷		3 Marketing Technical Electives ⁷	3
MKTG 3328		3 MGMT 4390	3
MKTG 4350		3 MKTG 4390	3
15		15	

Total Hours: 120

¹ BUAD 1301 or BUAD 2321 (3 hours) and UNIV 1101 (1 hour) are suggested to fulfill the four-hour credit of the Core Curriculum requirement for Component Area IX (Component Area Option)

² Satisfies Core Curriculum requirement for Component Area I (Communication).

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 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).

⁷ See the course listing below for Marketing Technical Electives.

⁸ Select from 3000 or 4000 level COBA courses.

Code	Title	Hours
Marketing Technical Electives⁷		
Select five from the following:		15
Advanced MKTG Electives (3000 or 4000 level), not including required MKTG courses		
SCMG 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.

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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 credit 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 Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

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.