

## BBA in Marketing (CIP 52140100)

*rev Fall 2018*

**Name:**

**CWID:**

### First Year Fall Semester

### First Year Spring Semester

Substitution		SEM	GRADE	Substitution		SEM	GRADE
	Eng 1301 College Reading and Writing	3			Eng 1302 Written Argument & Research	3	
	Hist 1301 U.S. History to 1877	3			Hist 1302 U.S. History from 1865	3	
	Math 1324 Math. For Bus. Applications	3			Math 1325 Math. For Bus. Applications II	3	
	US Life & Physical Science Elective I	3			US Life & Physical Science Elective II	3	
	BUSA 1305 Business Computer Systems	3			Advisor Approved Elective	3	
	<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>	

### Second Year Fall Semester

### Second Year Spring Semester

Substitution		SEM	GRADE	Substitution		SEM	GRADE
	PSci 2301 Principles of US/Tex Govt.	3			Psci 2302 US/TX Govt. Institutions	3	
	Acct 2301 Principles of Accounting I	3			Acct 2302 Principles of Accounting II	3	
	Eco 2301 Principles of Macro Economics	3			Eco 2302 Principles of Micro Economics	3	
	Degree Pathway	3			Advisor Approved Elective	3	
	US Lit, Philosophy, Culture Elective	3			US Creative Arts Elective	3	
	<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>	

### Third Year Fall Semester

### Third Year Spring Semester

Substitution		SEM	GRADE	Substitution		SEM	GRADE
	Mkt 306 Marketing	3			Mkt 366 Fall only or Mkt 367	3	
	Mgt 305 Principles of Mgt	3			UL Business Elective	3	
	BUSA 326 Data and Information Mgt	3			Mgt 303 Business Communication	3	
	Mgt 301 Legal Env. of Business	3			ECO 309 Economic Forecasting	3	
	Eco 302 Bus. & Eco. Statistics	3			Mgt 307 Operations Management	3	
	<b>Semester Total 15</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>	

### Fourth Year Fall Semester

### Fourth Year Spring Semester

Substitution		SEM	GRADE	Substitution		SEM	GRADE
	Mkt 445 Fall or Mkt 386 Spring only	3			Mkt elctv, incl Internship & Study Abroad	3	
	Mkt 436 Marketing Research Fall only	3			Mkt 467 Global Consumer Behavior Sprin	3	
	FIN 304 Intro Business Finance	3			UL Business Elective	3	
	UL Mkt Elective	3			Mkt 420 International Marketing	3	
	UL Mkt Elective	3			Mgt 439 Business Strategy	3	
	<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>	

120 Hours minimum for degree

**Any changes to this degree guide must be approved by your COB advisor. Contact [UCOBAdvising@tamuc.edu](mailto:UCOBAdvising@tamuc.edu)**

**Major or business core requirements. Minimum grade C.**