

Suggested Arrangement of Courses, Marketing (BBA)

Currently enrolled students should meet with their academic advisor.

Course categories: Core, General Education, Major, Elective, Opportunity

Core Component Areas: ⁰¹⁰ English Composition and Core Writing Flag; ⁰²⁰ Mathematics; ⁰³⁰ Natural Science and Technology, Part I; ⁰⁴⁰ Humanities; ⁰⁵⁰ Visual and Performing Arts; ⁰⁶⁰ U.S. History; ⁰⁷⁰ American and Texas Government; ⁰⁸⁰ Social and Behavioral Sciences; ⁰⁹⁰ First-Year Signature Course; ⁰⁹³ Natural Science and Technology, Part II

Skills and Experience Flags: ^{Wr} Writing; ^{QR} Quantitative Reasoning; ^{GC} Global Cultures; ^{CD} Cultural Diversity; ^E Ethics; ^{II} Independent Inquiry

Undergraduate Degree Program listing

First Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
MAN 101S (Major)		1 B A 101S (Major)		1 (None)	
M 408Q (Major)		4 STA 301 (Major)		3	
ECO 304K (General Education)		3 ECO 304L (General Education)		3	
RHE 306 (Core) ⁰¹⁰		3 MIS 301 (Major)		3	
UGS 302 or 303 (Core) ⁰⁹⁰		3 Natural Science and Technology, Part I (Core) ⁰³⁰		3	
		Approved PSY/SOC/ANT/EDP (Major)		3	
	14		16		0
Second Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
ACC 311 (Major)		3 ACC 312 (Major)		3 (none)	
STA 235 (Major)		2 MKT 337 (Major)		3	
D S 235 (Major)		2 O M 235 (Major)		2	
B A 324 (Major)		3 Natural Science and Technology, Part II (Core) ⁰⁹³		3	
Natural Science and Technology, Part I (Core) ⁰³⁰		3 U.S. History (Core) ⁰⁶⁰		3	
Visual and Performing Arts (Core) ⁰⁵⁰		3			
	16		14		0
Third Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
MKT 360 (Major)		3 Marketing course (Elective)		3 (None)	
Marketing course (Elective)		3 Marketing course (Elective)		3	
FIN 357 (Major)		3 MAN 336 (Major)		3	
U.S. History (Core) ⁰⁶⁰		3 E 316L, 316M, 316N, or 316P (Core)		3	
GOV 310L (Core) ⁰⁷⁰		3 GOV 312L (Core) ⁰⁷⁰		3	
	15		15		0
Fourth Year					
First Term	Hours	Second Term	Hours	Summer Term	Hours
Marketing course (Elective)		3 MKT 370 (Major)		3 (None)	
LEB 323 (Major)		3 Upper-division Non-Business course (Elective)		3	
B A 353 (Major)		3 Free elective (Elective)		3	
Upper-division Non-Business course (Elective)		3 Free elective (Elective)		3	
Free elective (Elective)		3 Free elective (Elective)		3	
	15		15		0
Total credit hours: 120					

Four-year degree suggestion (for planning purposes only).