

Marketing (BBA)

The objective of the BBA Marketing curriculum is to prepare students to identify market opportunities, understand customer needs, and help firms build strong brands in a competitive environment. The curriculum develops skills in product design, pricing, distribution, and promotional strategy, supporting careers in marketing across all industries.

Total Hours Required: 120

Plan of Study

The Plan of Study is a suggested four-year course sequence to support academic planning and serves as a helpful guide. Currently enrolled students should meet with their academic advisor to tailor their course selections and timelines to their individual goals and circumstances.

Course	Title	Hours
Year 1		
Semester 1		
B A 110G	Topics in Professional Growth I	1
M 408Q	Differential and Integral Calculus for Business	4
ECO 304K	Introduction to Microeconomics	3
RHE 306	Rhetoric and Writing	3
<u>First-Year Signature Course (090)</u>		3
Hours		14
Semester 2		
B A 111G	Topics in Professional Growth II	1
STA 301	Introduction to Data Science	3
ECO 304L	Introduction to Macroeconomics	3
MIS 301	Introduction to Information Technology Management	3
<u>Natural Science and Technology, Part I (030)</u>		3
PSY, SOC, ANT, or EDP course		3
Hours		16
Year 2		
Semester 1		
ACC 311	Fundamentals of Financial Accounting	3
STA 235	Data Science for Business Applications	2
D S 235	Introduction to Decision Science	2
B A 324	Business Communication: Oral and Written	3
<u>Natural Science and Technology, Part I (030)</u>		3
<u>Visual and Performing Arts (050)</u>		3
Hours		16
Semester 2		
B A 120G	Topics in Professional Growth III	1
ACC 312	Fundamentals of Managerial Accounting	3
MKT 337	Principles of Marketing	3
O M 235	Operations Management	2
<u>Humanities (040)</u>		3
Free Elective		3
Hours		15
Year 3		
Semester 1		
MKT 360	Information and Analysis	3
Upper-division MKT Elective		3
FIN 357	Business Finance	3
<u>U.S. History (060)</u>		3
<u>American and Texas Government (070)</u>		3
Hours		15
Semester 2		
Upper-division MKT Elective		3
Upper-division MKT Elective		3
MAN 336	Organizational Behavior	3
GOV 312L	Issues and Policies in American Government	3

<u>U.S. History (060)</u>		3
Hours		15
Year 4		
Semester 1		
B A 130G	Topics in Professional Growth IV	1
Upper-division MKT Elective		3
LEB 323 or BGS 337	Business Law and Ethics or Strategy Beyond Markets	3
Upper-division Non-business Elective		3
Free Elective		3
Hours		13
Semester 2		
B A 140G	Topics in Professional Growth V	1
MKT 370	Marketing Policies	3
Upper-division Non-business		3
Free Elective		9
Hours		16
Total Hours		120

Requirements

All requirements are listed below, starting with the most specialized moving to the most general. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#).

Code	Title	Hours
Major		
<i>Required hours that may also count towards this BBA major's in residence requirement:</i>		
MKT 360	Information and Analysis	3
MKT 370	Marketing Policies	3
Choose a sequence below:		12
Sequence 1:		
Upper-Division MKT Elective		
Sequence 2:		
I B 350	International Trade	
Upper-Division MKT Elective		
Subtotal		18
Degree (see details below)		57
Free electives: Additional coursework to reach total hours required.		15
Subtotal		72
General Education		
Core Curriculum		30
Foreign Language other than English, Beginning Proficiency		
Subtotal		30
College Requirements - Business		
General University Requirements		
Total Hours		120

Additional Requirements and Policies

- Practicum course MKT 366P may be used to satisfy a marketing elective or the BBA experiential learning requirement, but not both.
- A maximum of three hours MKT 178/MKT 278/MKT 378 can be counted towards marketing electives for a Marketing major.
- For course planning, Marketing majors should carefully consider the prerequisites for MKT 370: 90 semester hours of college coursework, including MKT 360; credit or registration for an approved experiential

learning course; and three additional semester hours of elective coursework in marketing.

Degree-Bachelor of Business Administration (BBA)

Code	Title	Hours
Degree		
<i>Mathematics (may also count toward Mathematics (020))</i>		
Choose a sequence below:		4
Sequence 1:		
M 408R	Differential and Integral Calculus for the Sciences (must be taken in residence)	
or M 408Q	Differential and Integral Calculus for Business	
Sequence 2: (required for Computer Science and Business (CSB) dual degree and Science and Technology Management majors)		
M 408C	Differential and Integral Calculus	
or M 408D	Sequences, Series, and Multivariable Calculus	
Sequence 3:		
Any successfully completed two-course calculus sequence		
<i>Subtotal</i>		4
<i>Economics (may also count towards Social and Behavioral Sciences (080))</i>		
ECO 304K	Introduction to Microeconomics	3
ECO 304L	Introduction to Macroeconomics	3
<i>Subtotal</i>		6
Social Science		
Choose a sequence below:		3
Sequence 1: Plan II Honors dual majors only		
S S 302C	Honors Social Science: Methods and Theory	
or S S 302D	Honors Social Science: Psychology	
or S S 302E	Honors Social Science: Anthropology	
or S S 302F	Honors Social Science: Economics	
Sequence 2: Other Programs		
Hours chosen from: Anthropology, psychology, educational psychology, or sociology (courses dealing primarily with statistics or data processing may not be used to fulfill this requirement)		
<i>Subtotal</i>		3
<i>Upper-division Nonbusiness</i>		
Choose a sequence below:		6
Sequence 1: Management majors		
Hours chosen from: Upper-division social science (anthropology, economics, educational psychology, government, history, linguistics, geography, psychology, sociology)		
Sequence 2: Other Majors		
Hours chosen from: Upper-division coursework outside of McCombs School of Business		
<i>Subtotal</i>		6
<i>Professional Growth</i>		
B A 110G	Topics in Professional Growth I	1
or BAH 110G	Topics in Professional Growth I	
B A 111G	Topics in Professional Growth II	1
or BAH 111G	Topics in Professional Growth II	
B A 120G	Topics in Professional Growth III	1

B A 130G	Topics in Professional Growth IV (a professional, business-related experiential learning course; only one of the following may be counted toward the degree: Business Administration 130G, 353, or 653.)	1
B A 140G	Topics in Professional Growth V	1
<i>Subtotal</i>		5
<i>Analytics</i>		
STA 301	Introduction to Data Science	3
STA 235	Data Science for Business Applications	2
D S 235	Introduction to Decision Science	2
O M 235	Operations Management	2
OR		
O M 334M	Healthcare Operations Management	
<i>Subtotal</i>		9
<i>Business</i>		
ACC 311	Fundamentals of Financial Accounting	3
ACC 312	Fundamentals of Managerial Accounting	3
B A 324	Business Communication: Oral and Written (may also count towards Communication (010))	3
FIN 357	Business Finance	3
LEB 323	Business Law and Ethics	3
or BGS 337	Strategy Beyond Markets	
MIS 301	Introduction to Information Technology Management (may also count towards Natural Science and Technology, Part II (093))	3
MAN 336	Organizational Behavior	3
MKT 337	Principles of Marketing	3
or MKT 337N	Introduction to Marketing in New York	
<i>Subtotal</i>		24
Total Hours		57

Additional Requirements and Policies

Grade Point Average (GPA)

A grade point average of at least 2.00 in business courses is required. For more information about grade requirements and restrictions on repetition of courses, please see [school's Requirements and Policy](#) section.

In-residence Requirement

At least 24 semester hours in business must be completed in residence on the letter-grade basis at the University, of which at least 12 semester hours must be in upper-division coursework in the student's major. For additional in residence requirements, see the [University's minimum General Requirements for graduation](#).

Enrollment Requirement

Degree candidates must be enrolled in the school in the semester in which the degree is awarded.