MARKETING - BBA, ANALYTICS AND CONSULTING TRACK

The Analytics and Consulting track complements the student’s degree and provides tangible evidence of rigorous academic and experiential preparation for a career in analytics or consulting. The curriculum emphasizes marketing analytics and marketing consulting as well as a consulting project in corporate social responsibility.

Students who complete this track can work in marketing analytics or consulting positions for marketing, information systems, or organizational structure.

BUAD students expecting to declare their upper level major in Marketing with the Analytics and Consulting track must meet the following requirements.

Upper-level Entry Requirements and Application Procedures

Students who meet the University and college entrance requirements enter Mays Business School in the BUAD (lower-level business) classification. Enrollment of Mays Business School students in junior- and senior-level business courses is limited to those who have been admitted to upper-level (also referred to as upper division) in one of the seven majors (B.B.A.: accounting, business honors, finance, management, management information systems, marketing, and supply chain management) in the college.

The B.B.A. (accounting, business honors, finance, management, management information systems, marketing, and supply chain management) upper-level entry requirements and application procedures are as follows:

1. To be admitted to an upper-level major, a student must be admitted to Mays Business School and have:
   a. Satisfactorily completed the following five courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 229</td>
<td>Introductory Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 202</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
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<td>ECON 203</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 140</td>
<td>Mathematics for Business and Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>MATH 142</td>
<td>Business Calculus (or its equivalent)</td>
<td>3</td>
</tr>
</tbody>
</table>

   b. BUAD students apply for upper level no later than the last class day of the semester before they expect to enter upper level. **NOTE:** To enter upper level in the summer, all requirements must be completed BEFORE the beginning of the FIRST SUMMER SESSION.

   c. Business students must successfully complete these three remaining lower-level Core Business Knowledge (CBK) courses at Texas A&M during their first upper-level semester, unless satisfactorily completed prior to upper-level entry:

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<tbody>
<tr>
<td>ACCT 230</td>
<td>Introductory Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ISTM 210</td>
<td>Fundamentals of Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 211</td>
<td>Legal and Social Environment of Business</td>
<td>3</td>
</tr>
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</table>

   d. Students are encouraged to complete the freshman and sophomore sequence of courses as listed under Curriculum in Business. BUAD students may preregister for upper-level business courses in the semester for which they have applied for upper level. However, students who fail to complete upper-level requirements shall not be permitted to remain registered in upper-level business classes.

2. **Transfer students:** Transfer students admitted to Mays Business School will be classified as BUAD (lower-level Business) students until they complete all requirements listed previously in item 1, at which time they may apply for admission to an upper-level major field of study. Transfer students may immediately apply for upper-level when admitted to Mays Business School if, and only if, they meet all upper-level requirements at that time.

3. **Change of curriculum students:** Texas A&M students who change curriculum into Mays Business School from another college or department at the University will be classified as BUAD (lower-level Business) students until they complete all requirements listed previously in item 1. Change of curriculum students who, when admitted to the business school, qualify to apply for admission to upper level may do so.

4. Preference for available seats in junior- and senior-level business courses will be given to students who have been admitted to a degree granting major in Mays Business School. All ineligible students who pre-register for upper-level business classes are subject to cancellation of their registration in these courses.

Program Requirements

Lower-Level Business Program (BUAD)

First Year
Fall

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</thead>
<tbody>
<tr>
<td>MATH 140</td>
<td>Mathematics for Business and Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>American history (<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history</a>)</td>
<td>3</td>
<td></td>
</tr>
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select one of the following:

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<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>COMM 203</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>COMM 205</td>
<td>Communication for Technical Professions</td>
<td>3</td>
</tr>
<tr>
<td>COMM 243</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 104</td>
<td>Composition and Rhetoric</td>
<td>3</td>
</tr>
</tbody>
</table>

Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)
Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences) 3 Semester Credit Hours 15

Spring
ECON 202 Principles of Economics 3
MATH 142 Business Calculus 3
American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) 2
Language, philosophy and culture (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) 3
Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) 3

Second Year
Fall
ACCT 229 Introductory Accounting 3
ECON 203 Principles of Economics 3
ISTM 210 Fundamentals of Information Systems 3
POLS 206 American National Government 2
Communication 3
Select one of the following:
COMM 203 Public Speaking
COMM 205 Communication for Technical Professions
COMM 243 Argumentation and Debate
ENGL 104 Composition and Rhetoric

Spring
ACCT 230 Introductory Accounting 3
MGMT 211 Legal and Social Environment of Business 3
POLS 207 State and Local Government 2
Creative arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts) 3
Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) 3

Total Semester Credit Hours 60

Students intending to major in Management Information Systems must add ISTM 250 Business Programming Logic and Design (3 credits) to sophomore year curriculum in Business (lower level). The creative arts elective or a communication elective can be taken during the junior year.

Business Honors: Students admitted to Business Honors must add (1) BUSN 125 Business Learning Community I (3 credits) to the freshman year curriculum and (2) BUSN 225 Business Competency (3 credits) to the sophomore year curriculum in Business (lower level). The creative arts elective and a communication elective can be taken during the junior year.

Finance: Students intending to major in Finance must add FINC 210 to freshman year curriculum in Business (lower-level). The general elective taken in the senior year can be reduced by 1 credit.

Upper-Level Marketing Program

Third Year
Fall
FINC 341 Business Finance 3
MGMT 363 Managing People in Organizations 3
MKTG 321 Marketing 1
MKTG 404 Advanced Excel for Marketing Managers 1
SCMT 303 Statistical Methods 3
General elective 2

Spring
MKTG 322 Consumer Behavior 3
MKTG 323 Marketing Research 3
MKTG 430 Marketing Consulting 3
SCMT 364 Operations Management 3
International elective 4

Fourth Year
Fall
MKTG 431 Marketing Analytics 3
Marketing elective (http://catalog.tamu.edu/undergraduate/course-descriptions/mktg) 5
Marketing elective (http://catalog.tamu.edu/undergraduate/course-descriptions/mktg) 5
General elective 2
International elective 4

Spring
MGMT 466 Strategic Management 3
MKTG 448 Marketing Strategy 3
MKTG 432 Corporate Social Responsibility 3
Marketing elective (http://catalog.tamu.edu/undergraduate/course-descriptions/mktg) 5
General elective 2

Total Semester Credit Hours 60

This course is an approved writing-designated (W) or oral communication (C) business course. See your academic advisor for additional information.
2 General electives are any courses offered for University credit, except ACCT 209, ACCT 210, FINC 409, IBUS 301, ISTM 209, KINE 198, MGMT 209, MGMT 309, MKTG 409, SCMT 309. Additional restrictions may apply: see academic advisor for information. May be taken on a satisfactory/unsatisfactory basis.

3 Directed elective. Required courses MKTG 430, MKTG 431, and MKTG 432.

4 Six hours required. A complete list of approved courses is available in the Undergraduate Advising Office, 238 Wehner Building. The six hours of approved international elective courses simultaneously fulfill the University’s International and Cultural Diversity Graduation requirement.

5 Nine hours required. Any MKTG course (except required MKTG courses and MKTG 409) and IBUS 401-IBUS 403 (http://catalog.tamu.edu/undergraduate/course-descriptions/ibus). A maximum of 6 hours of MKTG 402/IBUS 402, MKTG 403/IBUS 403, MKTG 484, MKTG 485, BUSN 392 may be used.