MARKETING - BBA, PROFESSIONAL SELLING AND SALES MANAGEMENT TRACK

Students who are looking to expand their communication and relationship building skills should consider the Professional Selling and Sales Management track. Students in this program will take four sales-related directed electives that provide real world scenarios and role-plays which help them build skills that are critical for a successful career in sales and marketing.

Upon graduating in the sales track, students will have enhanced their interpersonal communication skills in a business environment which gives them a distinct advantage in the job market regardless of the planned career path.

BUAD students expecting to declare their upper level major in Marketing with the Professional Selling and Sales Management 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>
<tr>
<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:

<table>
<thead>
<tr>
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<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<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>
</tbody>
</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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</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>
<tr>
<td>Communication</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 203</td>
<td>Public Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM 205</td>
<td>Communication for Technical Professions</td>
<td></td>
</tr>
<tr>
<td>COMM 243</td>
<td>Argumentation and Debate</td>
<td></td>
</tr>
<tr>
<td>ENGL 104</td>
<td>Composition and Rhetoric</td>
<td></td>
</tr>
</tbody>
</table>
Management Information Systems: 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 3
- **MKTG 404**: Advanced Excel for Marketing Managers 1 3
- **SCMT 303**: Statistical Methods 3
- **General elective** 2

#### Spring
- **MKTG 322**: Consumer Behavior 3
- **MKTG 323**: Marketing Research 3
- **SCMT 364**: Operations Management 3
- **Directed Elective** 3
- **Directed Elective** 3
- **Directed Elective** 3
- **International elective** 4

#### Semester Credit Hours 15

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

#### Semester Credit Hours 15

#### Spring
- **MGMT 466**: Strategic Management 3
- **MKTG 448**: Marketing Strategy 1 3
- **Marketing elective** (http://catalog.tamu.edu/undergraduate/course-descriptions/mktg) 5
- **Directed elective** 3
- **Directed elective** 3
- **General elective** 2

#### Semester Credit Hours 15

### Total Semester Credit Hours 60

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1. MATH 141, MATH 148, MATH 152, MATH 166 and MATH 172 will be accepted in lieu of MATH 140.
2. For those students under ROTC contract, see Requirement 7 of the "Requirements for a Baccalaureate Degree" (http://catalog.tamu.edu/undergraduate/general-information/degree-information).
3. MATH 131, MATH 147, MATH 151 and MATH 171 will be accepted in lieu of MATH 142.

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This course is an approved writing-designated (W) or oral communication (C) business course. See your academic advisor for additional information.
Elective courses are open to any course 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.

Twelve hours required. Select from MKTG 335, MKTG 347, MKTG 489, MKTG 435 and MKTG 436.

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.

Six 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.