MARKETING - BBA, RETAIL BUYING AND MANAGEMENT TRACK

The Center for Retailing Studies is a nationally known and respected center that is part of the Department of Marketing in Mays Business School at Texas A&M University. The Center is a bridge between the academic and business community, and serves students, faculty, and partner firms in a variety of ways, one of which is the Retail Buying and Management track of the BBA in Marketing.

The Retail Buying and Management track requires four retailing related directed electives. Graduates who complete this track are well equipped for exciting careers in management, merchandising, retail financial planning, and marketing. Completion of the program provides tangible evidence of commitment to and expertise in retailing.

BUAD students expecting to declare their upper level major in Marketing with the Retail Buying and 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>
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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>
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</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>
</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)

<table>
<thead>
<tr>
<th>Code</th>
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<th>Semester Credit Hours</th>
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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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Communication 3

Select one of the following:

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<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<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>
### 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 3

#### Communication
- 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 3

**Semester Credit Hours** 15

#### Spring
- **ACCT 230** Introductory Accounting 3
- **MGMT 211** Legal and Social Environment of Business 3
- **POLS 207** State and Local Government 2 3

#### Creative arts
- **ECON 336** The Visual Arts 3
- **MKTG 320** Writing for Business Communication 2
- **POLS 360** American National Government 3

#### Life and physical sciences
- **ECON 345** The Natural Sciences 3
- **POLS 360** American National Government 3

**Semester Credit Hours** 15

**Total Semester Credit Hours** 60

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### Management Information Systems

- 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).
- MATH 131, MATH 147, MATH 151 and MATH 171 will be accepted in lieu of MATH 142.
- MATH 141, MATH 148, MATH 152, MATH 166 and MATH 172 will be accepted in lieu of MATH 140.

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### 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.

### Business Honors

- 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

**Semester Credit Hours** 15

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

**Semester Credit Hours** 15

**Fourth Year**

**Fall**
- **Marketing elective** 5
- **Directed elective** 3

**Semester Credit Hours** 3

**Spring**
- **MGMT 466** Strategic Management 3
- **MKTG 448** Marketing Strategy 1

**Semester Credit Hours** 15

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1. 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 325, MKTG 326, MKTG 425, MKTG 426 and MKTG 438.

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.