

MARKETING - BBA, ADVERTISING STRATEGY TRACK

A career path in marketing typically begins in an entry-level position in advertising, retailing, marketing analytics, marketing consulting, professional selling, or healthcare marketing. Opportunities are available in manufacturing, wholesale and retail, as well as nonprofit organizations such as universities, government agencies, relief agencies and charitable organizations.

Success in marketing requires understanding a number of fundamental concepts, principles, theories, tools and techniques. Students select from one of five specializations, or tracks, which provide academic focus and career direction for student interests. Courses are designed to help students acquire this knowledge and to develop competencies needed throughout a marketing career.

The BBA Marketing (MKTG) Advertising Strategy track offers students interested in advertising several opportunities for building skills specific to this career path, and for networking with advertising professionals. In addition to taking advertising courses, students can attend professional conferences, participate in local, regional, and national advertising campaign competitions, and tour top advertising agencies.

The BBA MKTG Advertising Strategy track supplements the degree by tailoring directed elective courses and building specific advertising skills. Also, it provides recruiters a means of identifying top students interested in advertising.

Students who complete the BBA MKTG Advertising Strategy degree program are well-prepared for careers in advertising account services or brand management, or they may choose to specialize in related areas such as media planning, social and digital media, or public relations.

Upper Level Entry Requirements

Admission to the upper level major of marketing (MKTG) requires satisfactory completion of specific coursework. To review requirements and application procedures see Upper-Level Entry Requirements and Application Procedures (<http://catalog.tamu.edu/undergraduate/business/>).

Program Requirements

Lower-Level Business Program (BUAD)

First Year		Semester Credit Hours
Fall		
BUSN 101	Freshman Business Initiative ¹	3
MATH 140	Mathematics for Business and Social Sciences ²	3
American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) ³		3
Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3

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	
ENGL 210	Technical and Professional Writing	
Semester Credit Hours		15

Spring		
ECON 202	Principles of Economics	3
MATH 142	Business Calculus ⁴	3
American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) ³		3
Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences)		3
Semester Credit Hours		15

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 ³	3
Communication ¹		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	
ENGL 210	Technical and Professional Writing	
Semester Credit Hours		15

Spring		
ACCT 230	Introductory Accounting	3
BUSN 203	Statistical Methods for Business ⁵	3
Creative arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts) ¹		3
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
Semester Credit Hours		15
Total Semester Credit Hours		60

¹ Refer to the specific major notes below for variations from the Business (lower level) requirements.

² MATH 148, MATH 152, MATH 168 and MATH 172 will be accepted in lieu of MATH 140.

³ 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/>)

⁴ MATH 147, MATH 151 and MATH 171 will be accepted in lieu of MATH 142.

⁵ STAT 211 will be accepted in lieu of BUSN 203.

Management Information Systems: Students intending to major in Management Information Systems must add ISTM 250 Business Programming Logic and Design (3 credits) to second year fall curriculum in Business (lower level). The communication elective can be taken during the third year fall.

Business Honors: Students admitted to Business Honors (1) take BUSN 125 Business Learning Community I (3 credits) in place of BUSN 101 in the first year fall curriculum and (2) must add BUSN 225 Business Competency (3 credits) to the second year spring curriculum in Business (lower level). The creative arts elective can be taken during the third year fall.

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 fourth year can be reduced by 1 credit.

Upper-Level Marketing Program

Third Year

Fall		Semester Credit Hours
FINC 341	Business Finance	3
MGMT 363	Managing People in Organizations	3
MKTG 321	Marketing ¹	3
MKTG 404	Data Visualization for Marketers	3
SCMT 364	Operations Management	3
Semester Credit Hours		15

Spring

MGMT 311	Legal and Social Environment of Business	3
MKTG 322	Consumer Behavior	3
MKTG 323	Marketing Research	3
MKTG 335	Professional Selling	3
International elective ²		3
Semester Credit Hours		15

Fourth Year

Fall		Semester Credit Hours
POLS 207	State and Local Government ³	3
Directed elective ⁴		3
Directed elective ⁴		3
International elective ²		3
General elective ⁵		3
Semester Credit Hours		15

Spring

MGMT 466	Strategic Management	3
MKTG 448	Marketing Strategy ¹	3
Directed elective ⁴		3
Marketing elective ⁵		3

General elective ⁶	3
Semester Credit Hours	15
Total Semester Credit Hours	60

¹ This course is an approved writing-designated (W) or oral communication (C) business course. See your academic advisor for additional information.

² Six hours required. A complete list of approved courses is available in the Undergraduate Advising Office, 238 Wehner Building. Three of the six hours of approved international elective courses simultaneously fulfill the University's International and Cultural Diversity Graduation requirement.

³ 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/>)

⁴ Nine hours required. Select from MKTG 345, MKTG 347, MKTG 445, MKTG 447 and MKTG 438.

⁵ Three 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/>).

⁶ 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. Additional restrictions may apply: see academic advisor for information. May be taken on a satisfactory/unsatisfactory basis.