# MARKETING - BBA, ADVERTISING STRATEGY TRACK 

The Bachelor of Business Administration (BBA) in Marketing prepares students to work effectively in corporate and nonprofit organizations that are part of a global economy. Marketing students will be proficient in marketing analytics, digital marketing, customer experience management, and creativity and brand management.

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

Fall
Semester
Credit
Hours

| 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/\#americanhistory) ${ }^{3}$ |  | 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

## Spring

ECON 202 Principles of Economics 3
MATH 142 Business Calculus ${ }^{4} 3$
American history (http://catalog.tamu.edu/undergraduate/ 3
general-information/university-core-curriculum/\#americanhistory) ${ }^{3}$
Life and physical sciences (http://catalog.tamu.edu/ 3
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)

## Semester Credit Hours

## 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 |

## Spring

ACCT 230 Introductory Accounting 3
BUSN 203 Statistical Methods for Business ${ }^{5} 3$
Creative arts (http://catalog.tamu.edu/undergraduate/ 3 general-information/university-core-curriculum/\#creativearts) ${ }^{1}$
Language, philosophy and culture (http://catalog.tamu.edu/ 3
undergraduate/general-information/university-core-
curriculum/\#language-philosophy-culture)
Life and physical sciences (http://catalog.tamu.edu/
undergraduate/general-information/university-core-curriculum/\#life-physical-sciences)

Semester Credit Hours

## 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.
$\left.\begin{array}{llr}\text { Upper-Level Marketing Program } & \\ \text { Third Year } & \\ \text { Fall } & \\ & & \begin{array}{r}\text { Semester } \\ \text { Credit }\end{array} \\ \text { Hours }\end{array}\right\}$

[^0]${ }^{2}$ 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, MGMT 309, MKTG 409, SCMT 309. Additional restrictions may apply: see academic advisor for information. May be taken on a satisfactory/unsatisfactory basis.


[^0]:    ${ }^{1}$ This course is an approved writing-designated (W) or oral communication (C) business course. See your academic advisor for additional information.

