

# MARKETING - BBA, ANALYTICS AND CONSULTING 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) Analytics and Consulting track offers students interested in analytics and consulting several opportunities for building skills specific to this career path, and for networking with analytics and consulting professionals. In addition to taking courses geared to analytics and consulting, students can attend professional conferences and participate in local, regional, and national consulting competitions.

The BBA MKTG 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 project-based learning with client-based organizations.

Students who complete the BBA MKTG Analytics and Consulting degree program are well-prepared to work in marketing analytics or consulting positions for marketing, information systems, or organizational structure.

## 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 <sup>1</sup>	3
MATH 140	Mathematics for Business and Social Sciences <sup>2</sup>	3
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> ) <sup>3</sup>		3
Life and physical sciences ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> )		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	
<b>Semester Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ECON 202	Principles of Economics	3
MATH 142	Business Calculus <sup>4</sup>	3
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> ) <sup>3</sup>		3
Life and physical sciences ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> )		3
Social and behavioral sciences ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences</a> )		3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
ACCT 229	Introductory Accounting	3
ECON 203	Principles of Economics	3
ISTM 210	Fundamentals of Information Systems	3
POLS 206	American National Government <sup>3</sup>	3
Communication <sup>1</sup>		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	
<b>Semester Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ACCT 230	Introductory Accounting	3
BUSN 203	Statistical Methods for Business <sup>5</sup>	3
Creative arts ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts</a> ) <sup>1</sup>		3
Language, philosophy and culture ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture</a> )		3
Life and physical sciences ( <a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> )		3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Total Semester Credit Hours</b>		<b>60</b>

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

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

<sup>3</sup> 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/>)

<sup>4</sup> MATH 147, MATH 151 and MATH 171 will be accepted in lieu of MATH 142.

<sup>5</sup> 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 <sup>1</sup>	3
MKTG 404	Data Visualization for Marketers	3
SCMT 364	Operations Management	3
<b>Semester Credit Hours</b>		<b>15</b>

#### 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
MKTG 430	Marketing Consulting <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>15</b>

#### Fourth Year

Fall		
MKTG 438	Strategic Digital Marketing <sup>2</sup>	3
POLS 207	State and Local Government <sup>3</sup>	3
International elective <sup>4</sup>		3
Marketing elective <sup>6</sup>		3
General elective <sup>5</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>

#### Spring

MGMT 466	Strategic Management	3
MKTG 431	Marketing Analytics <sup>2</sup>	3
MKTG 448	Marketing Strategy <sup>1</sup>	3
International elective <sup>4</sup>		3
General elective <sup>5</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Total Semester Credit Hours</b>		<b>60</b>

<sup>2</sup> Directed elective. Required courses MKTG 430, MKTG 431 and MKTG 438.

<sup>3</sup> 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/>).'

<sup>4</sup> 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.

<sup>5</sup> 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.

<sup>6</sup> Three hours required. Any MKTG course (except required MKTG courses and MKTG 409) and IBUS 401-IBUS 403 (<http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting/>)(<http://catalog.tamu.edu/undergraduate/course-descriptions/ibus/>)).

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