MARKETING - BBA, ANALYTICS AND CONSULTING TRACK

Program Requirements

Lower-Level Business Program (BUAD)

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 101</td>
<td>Freshman Business Initiative (^1)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 140</td>
<td>Mathematics for Business and Social Sciences (^2)</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>) (^3)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>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>)</td>
<td></td>
<td>3</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>
<tr>
<td>ENGL 210</td>
<td>Technical and Professional Writing</td>
<td></td>
</tr>
<tr>
<td><strong>Semester Credit Hours</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
</tbody>
</table>

| 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** | |

| 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

<table>
<thead>
<tr>
<th>Second Year</th>
<th>Fall</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 203</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>ISTM 210</td>
<td>Fundamentals of Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>POLS 206</td>
<td>American National Government (^3)</td>
<td>3</td>
</tr>
<tr>
<td>Communication (^1)</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>
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<td></td>
</tr>
<tr>
<td>COMM 243</td>
<td>Argumentation and Debate</td>
<td></td>
</tr>
<tr>
<td><strong>Semester Credit Hours</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Year</th>
<th>Fall</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINC 341</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 363</td>
<td>Managing People in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 321</td>
<td>Marketing (^1)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 404</td>
<td>Data Visualization for Marketers</td>
<td>3</td>
</tr>
<tr>
<td>SCMT 364</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>Semester Credit Hours</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
</tbody>
</table>

1 Refer to the specific major notes below for variations from the Business (lower level) requirements.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 311</td>
<td>Legal and Social Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 322</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 323</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 335</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 430</td>
<td>Marketing Consulting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Semester Credit Hours**  
**15**

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 438</td>
<td>Strategic Digital Marketing(^2)</td>
<td>3</td>
</tr>
<tr>
<td>POLS 207</td>
<td>State and Local Government(^3)</td>
<td>3</td>
</tr>
<tr>
<td>International elective (^4)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Marketing elective (^6)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>General elective (^5)</td>
<td></td>
<td>3</td>
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**Semester Credit Hours**  
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<th>Credits</th>
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</thead>
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<tr>
<td>MGMT 466</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Marketing Analytics(^2)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 448</td>
<td>Marketing Strategy(^1)</td>
<td>3</td>
</tr>
<tr>
<td>International elective (^4)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>General elective (^5)</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Semester Credit Hours**  
**15**

**Total Semester Credit Hours**  
**60**

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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.

2. Directed elective. Required courses MKTG 430, MKTG 431 and MKTG 438.

3. For those students under ROTC contract, see Requirement 7 of the 'Requirements for a Baccalaureate Degree [link](http://catalog.tamu.edu/undergraduate/general-information/degree-information/)'.

4. 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.

5. 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.

6. Three hours required. Any MKTG course (except required MKTG courses and MKTG 409) and IBUS 401-IBUS 403 [link](http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting/).