

# MARKETING - BBA, HEALTHCARE MARKETING 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) Healthcare Marketing track complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in healthcare marketing. The curriculum emphasizes healthcare service quality, the business of healthcare, and healthcare technology. Students who complete this track can work in healthcare marketing positions in service quality and healthcare technology. Students expecting to declare their upper-level major in Marketing with the Healthcare Marketing track must meet the requirements.

## 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 <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>
Spring		
ECON 202	Principles of Economics	3
MATH 142	Business Calculus <sup>4</sup>	3

American history (<http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history>) <sup>3</sup>

Life and physical sciences (<http://catalog.tamu.edu/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 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 <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

**Semester Credit Hours 15**

##### Spring

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 (<http://catalog.tamu.edu/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 15**

**Total Semester Credit Hours 60**

<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

		Semester Credit Hours
<b>Fall</b>		
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
International elective <sup>2</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>

#### Fourth Year

<b>Fall</b>		
MKTG 443/ PHLT 426	The Business of Healthcare <sup>3</sup>	3
MKTG 444	HealthTech for Improving Customer Care <sup>3</sup>	3
POLS 207	State and Local Government <sup>4</sup>	3
International elective <sup>2</sup>		3
General elective <sup>5</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>

#### Spring

MGMT 466	Strategic Management	3
MKTG 441	Service Quality in Healthcare <sup>3</sup>	3
MKTG 448	Marketing Strategy <sup>1</sup>	3
Marketing elective <sup>6</sup>		3
General elective <sup>5</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>

**Total Semester Credit Hours 60**

fulfill the University's International and Cultural Diversity Graduation requirement.

<sup>3</sup> Nine hours required. Select from MKTG 441, MKTG 443/PHLT 426 and MKTG 444.

<sup>4</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>5</sup> 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.

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

<sup>2</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