MARKETING - BBA, PROFESSIONAL SELLING AND SALES MANAGEMENT TRACK

This program prepares students for diverse roles in sales and marketing, with enhanced communication skills and extensive networking opportunities.

The Bachelor of Business Administration in Marketing (BBA MKTG) 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, creativity and brand management.

Students who are looking to expand their communication and relationship-building skills should consider the BBA MKTG Professional Selling and Sales Management track. Students in this program take three sales-related directed electives that provide real-world scenarios and role plays that help them build skills that are critical for a successful career in sales and marketing.

In addition to taking sales courses, students in the BBA MKTG Professional Selling and Sales Management track benefit from the many opportunities offered by the Reynolds and Reynolds Sales Leadership Institute, which is part of the Department of Marketing at Mays Business School. The Sales Leadership Institute provides students opportunities to explore different careers in sales, to learn and hone the skill set that will differentiate them in the workforce and to network with sales professionals in a wide range of roles and industries. Students will have opportunities to attend professional conferences, participate in local, regional, national and international sales competitions and network with sales partners.

Students completing the BBA MKTG Professional Selling and Sales Management degree will have enhanced their interpersonal communication skills in a business environment, giving them a distinct advantage in the job market regardless of the planned career path.

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 (https://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 (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) [3]		3
Life and physical sciences (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Communication (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#communication)		3
	Semester Credit Hours	**15**
Spring		
ECON 202	Principles of Economics	3
MATH 142	Business Calculus [4]	3
American history (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) [3]		3
Life and physical sciences (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Social and behavioral sciences (https://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 (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#communication) [1]		3
	Semester Credit Hours	**15**
Spring		
ACCT 230	Introductory Accounting	3
BUSN 203	Statistical Methods for Business [5]	3
Creative arts (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts) [1]		3
Language, philosophy and culture (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture)		3
Life and physical sciences (https://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." (https://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 take BUSN 125 Business Learning Community I (3 credits) in place of BUSN 101 in the first year fall curriculum and 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
POLS 207	State and Local Government [2]	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 [3]		3
	Semester Credit Hours	**15**
Fourth Year		
Fall		
MKTG 404	Data Visualization for Marketers	3
Directed elective [4]		3
Directed elective [4]		3
International elective [3]		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 [6]		3
General elective [5]		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. For those students under ROTC contract, see Requirement 7 of the "Requirements for a Baccalaureate Degree (https://catalog.tamu.edu/undergraduate/general-information/degree-information/)."
3. Six hours required. A complete list of approved courses is available in the Undergraduate Advising Office. Three of the six hours of approved international elective courses simultaneously fulfill the university's International and Cultural Diversity Graduation requirement.
4. Nine hours required. Select from MKTG 336, MKTG 435, MKTG 436 and MKTG 437.
5. Elective courses are open to any course offered for university credit, except ACCT 209, ACCT 210, FINC 409, IBUS 301, ISTM 209, 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 (https://catalog.tamu.edu/undergraduate/course-descriptions/ibus/).