MARKETING - BBA, STRATEGIC RETAILING TRACK

Program Requirements
Lower-Level Business Program (BUAD)

First Year

Fall  
BUSN 101  Freshman Business Initiative  
MATH 140  Mathematics for Business and Social Sciences  
American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history)  
Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)  
Communication  
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  
ECON 202  Principles of Economics  
MATH 142  Business Calculus  
American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history)  
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  
ECON 203  Principles of Economics  
ISTM 210  Fundamentals of Information Systems  
POLS 206  American National Government  
Communication  
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  

Semester Credit Hours  
15

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  
FINC 341  Business Finance  
MGMT 363  Managing People in Organizations  
MKTG 321  Marketing  
MKTG 404  Data Visualization for Marketers  
SCMT 364  Operations Management  

Semester Credit Hours  
15

Spring  
MGMT 311  Legal and Social Environment of Business  

Semester Credit Hours  
3

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.
Marketing - BBA, Strategic Retailing Track

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<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></td>
<td>International elective</td>
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<tr>
<td></td>
<td><strong>Semester Credit Hours</strong></td>
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Fourth Year

**Fall**

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<tr>
<th>Course Code</th>
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<th>Semester Credit Hours</th>
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<tbody>
<tr>
<td>POLS 207</td>
<td>State and Local Government</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Directed elective</td>
<td>3</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>International elective</td>
<td>3</td>
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<tr>
<td></td>
<td>General elective</td>
<td>3</td>
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<td></td>
<td><strong>Semester Credit Hours</strong></td>
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**Spring**

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<tr>
<th>Course Code</th>
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<th>Semester Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MGMT 466</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 448</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Directed elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Marketing elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
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|             | **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. 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.”

4. Nine hours required. Select from MKTG 325, MKTG 326, MKTG 425, MKTG 427, MKTG 438.

5. 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.

6. Three hours required. Any MKTG course (except required MKTG courses and MKTG 409) and IBUS 401-403.