

Bachelor of Business Administration in Marketing

Recommended 4-Year Course Sequence

2020-2021 Catalog

FRESHMAN YEAR

Fall				Spring			
Course #	Title	Prerequisites	Hours	Course #	Title	Prerequisites	Hours
ENGL 1301	Composition I		3	CMST 1315	Introduction to Public Speaking		3
MATH 1324	Mathematics for Business and Economics I		3	MATH 1342	Statistics		3
HIST 1301	United States History I		3	HIST 1302	United States History II		3
COSC 1307	Introduction to Information Systems Software		3	MANA 1300	Introduction to Business		3
	Life and Physical Science Course		3		Life and Physical Science Course		3
			15				15

SOPHOMORE YEAR

Fall				Spring			
Course #	Title	Prerequisites	Hours	Course #	Title	Prerequisites	Hours
ACCT 2301	Principles of Financial Accounting		3	ACCT 2302	Principles of Managerial Accounting		3
ECON 2301	Principles of Macroeconomics		3	ECON 2302	Principles of Microeconomics		3
POLS 2305	Introductory American Government		3	POLS 2306	Introductory Texas Politics		3
	Language, Philosophy and Culture Course		3	MATH 1325	Mathematics for Business and Economics II		3
	Creative Arts Course		3	ENGL 1302	College Composition II		3
			15				15

JUNIOR YEAR

Fall				Spring			
Course #	Title	Prerequisites	Hours	Course #	Title	Prerequisites	Hours
GENB 2300	Business Statistics		3	MARK 3325	Retailing in the 21st Century		3
MANA 3312	International Business		3	MANA 3300	Critical and Analytical Thinking in Business		3
MANA 3311	Fundamentals of Management		3	FINA 3311	Principles of Finance		3
MANA 3370	Business Writing and Oral Presentations		3	MANA 3170	Build and Manage a Successful Career		1
MARK 3311	Principles of Marketing		3	MANA 3305	Operations Management		3
				MARK 3350	Consumer Behavior		3
			15				16

SENIOR YEAR

Fall				Spring			
Course #	Title	Prerequisites	Hours	Course #	Title	Prerequisites	Hours
BLAW 3301	Business Law and Social Responsibility		3	MANA 4395	Strategic Management		3
COSC 3333	Management Information Systems		3	MARK 4340	Consumer Insights		3
MARK 4360	Principles of Finance		3	MARK 4380	Marketing Research		3
MARK 4350	Personal Selling		3		Upper-level Soules Electives		3
	Upper-level Soules Elective		3		Upper/Lower Division Elective		2
			15				14

Total Credit Hours 120