

BACHELORS OF BUSINESS ADMINISTRATION-MARKETING CONCENTRATION

Marketers are involved in the design, pricing, promotion, and distribution of services and goods. To do these things, a marketer must have an understanding of consumer psychology, the influences of external international forces such as demographics and competition, methods of communicating product value with organizational and final consumers, and the ways in which products components are acquired, assembled, and moved into the possession of final organizational or retail consumers. A marketing degree prepares a student for jobs in fields such as sales, advertising, public relations, retailing, product management, purchasing, marketing research, etc.

Degree Requirements

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

Code	Title	Hours
Major Requirements		
General Education Requirements (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		42
Business Administration Core Courses		
FIN 354	Financial Management	3
GBUS 310	Business Communications	3
GBUS 440	International Business (EL)	3
GBUS 450	Business Ethics	3
or GBUS 452	Business Ethics for Non-Accounting Majors	
MGT 395	Principles of Management	3
MGT 439	Business Strategy and Policy	3
MGT 465	Production and Operations Management	3
MIS 360	Essentials of Management Information Systems	3
MKT 363	Marketing	3
MGT 324	Business Data Analytics I	3
or SCM 324	Business Data Analytics I	
Marketing Concentration		18
MKT 366	Marketing Promotion	
MKT 445	Retailing (EL)	
MKT 465	Sales Management	
MKT 467	Consumer Behavior	
Choose 2 of the following courses:		
MGT 446	Entrepreneurship (EL)	
MIS 310	Mobile Application Development	
SCM 304	Principles of Supply Chain Management (SL)	
Other Requirements-Business Introductory courses		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
BUSI 2301	Business Law	3
ECON 2301	Principles of Macroeconomics ²	3
ECON 2302	Principles of Microeconomics ²	3
MATH 1342	Elementary Statistical Methods	3
BBA Secondary Core		
12sch upper division Business Electives ³		12
Minimum Hours for Degree		120

² Satisfies Core Curriculum

³ Upper Division Business Electives include 300 & 400 level courses from Accounting, General Business, Finance, Management, Management Information Systems, Marketing & Supply Chain Management

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.

Four Year Plan

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

First Year

Code	Title	Hours
Fall		
		Semester Credit Hours
ENGL 1301	Composition I <small>requires minimum grade of 'C', Satisfies Core Curriculum</small>	3
HIST 1301	United States History I <small>Satisfies Core Curriculum</small>	3
MATH 1342	Elementary Statistical Methods <small>Satisfies Core Curriculum</small>	3
Creative Arts Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
ECON 2301	Principles of Macroeconomics <small>Satisfies Core Curriculum</small>	3
IS 1100	University Foundations <small>mandatory for FTIC students only</small>	1
Fall Total Semester Credit Hours		16
Spring		
		Semester Credit Hours
ENGL 1302 or ENGL 2311	Composition II <small>Satisfies Core Curriculum</small> Technical Writing & Communication	3
HIST 1302	United States History II <small>Satisfies Core Curriculum</small>	3
Language, Philosophy and Culture Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
SPCH 1315 or COMM 1307 or COMM 1311	Public Speaking <small>Satisfies Core Curriculum</small> Introduction to Mass Communication Introduction to Communication Studies	3
ECON 2302	Principles of Microeconomics	3
Spring Total Semester Credit Hours		15
Total First Year Semester Credit Hours		31

Second Year

Code	Title	Hours
Fall		
		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext) <small>Satisfies Core Curriculum</small>		
PSCI 2301	American Government I: Federal & Texas Constitutions <small>Satisfies Core Curriculum</small>	3
ACCT 2301	Principles of Accounting I <small>requires minimum grade of 'C'</small>	3
Component Area Option B of the Core Curriculum (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
MGT 395	Principles of Management	3
Fall Total Semester Credit Hours		15-16
Spring		
		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
PSCI 2302	American Government II: Federal & Texas Political Behavior <small>Satisfies Core Curriculum</small>	3
ACCT 2302	Principles of Accounting II <small>requires minimum grade of 'C'</small>	3

BUSI 2301	Business Law	3
MKT 363	Marketing	3
Spring Total Semester Credit Hours		15-16
Total Second Year Semester Credit Hours		30-32

Third Year

Code	Title	Hours
Fall		
		Semester Credit Hours
GBUS 310	Business Communications	3
MGT 324	Business Data Analytics I	3
or SCM 324	Business Data Analytics I	
FIN 354	Financial Management	3
Chose 1 of the following:		3
MGT 446	Entrepreneurship (EL)	
MIS 310	Mobile Application Development	
SCM 304	Principles of Supply Chain Management (SL)	
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
Fall Total Semester Credit Hours		15
Spring		Semester Credit Hours
		Hours
MGT 465	Production and Operations Management	3
MKT 366	Marketing Promotion	3
MIS 360	Essentials of Management Information Systems	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Spring Total Semester Credit Hours		15
Total Third Year Semester Credit Hours		30

Fourth Year

Code	Title	Hours
Fall		
		Semester Credit Hours
		Hours
GBUS 440	International Business (EL)	3
GBUS 452	Business Ethics for Non-Accounting Majors	3
or GBUS 450	Business Ethics	
MKT 445	Retailing (EL)	3
MKT 465	Sales Management	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		3
Fall Total Semester Credit Hours		15
Spring		Semester Credit Hours
		Hours
MKT 467	Consumer Behavior	3
MGT 439	Business Strategy and Policy	3
Select one of the following:		3
MGT 446	Entrepreneurship (EL)	
MIS 310	Mobile Application Development	
SCM 304	Principles of Supply Chain Management (SL)	

Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)	3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement	3
Spring Total Semester Credit Hours	15
Total Fourth Year Semester Credit Hours	30
Minimum Hours for Degree	120

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.

Undergraduate Courses in Marketing

MKT 300. Marketing the Organization. 1 Hour.

This course presents the concepts of marketing as it relates to organizations considering its nature, scope, elements, development, and the steps in the marketing planning process.

MKT 363. Marketing. 3 Hours.

This is an introductory course in marketing presenting the basic components of marketing including product promotion, pricing, and distribution of goods and services with a set of controllable and non-controllable environmental forces.

MKT 366. Marketing Promotion. 3 Hours.

This course is an analysis of the promotion networks of business firms to external publics. Emphasis is on enabling the student to appraise their effectiveness as marketing tools and their social and economic significance. Prerequisite: MKT 363.

MKT 416. International Marketing. 3 Hours.

Students survey the economic, cultural, and political-legal environments in which international marketing takes place, and examine marketing functions and their adaptations to those environments.

MKT 425. Marketing the Business of Sports. 3 Hours.

This course provides an overview of the global sports industry and utilizes a strategic approach to organize the marketing process as applied to sports marketing. Prerequisite: MKT 363.

MKT 436. Marketing Research. 3 Hours.

Techniques of marketing research, research design, analysis and interpretation of marketing data, questionnaire building, and sampling methods are covered in this course. Emphasis is given to selected applications of marketing research. Prerequisite: MKT 363.

MKT 445. Retailing (EL). 3 Hours.

A study of managerial principles and practices of retail operations. This course covers store locations and layout, buying, pricing, promotion, services, and inventory control. This course integrates the principles of Experiential Learning and meets the criteria for field-work.

MKT 465. Sales Management. 3 Hours.

Policies, operation, coordination and control of marketing activities, with special emphasis on the selection and direction of sales personnel, are covered in this course.

MKT 467. Consumer Behavior. 3 Hours.

Students will examine the development of an accurate and comprehensive understanding of the consumer buying process and the important psychological variables that influence that process. Prerequisite: MKT 363.

MKT 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

Faculty

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