

MARKETING MAJOR – BBA – FALL 2013

FIRST YEAR

Fall Semester Suggested Program	
Courses	Hours
ENGL 1303 First Year Writing I (ENG 1370H for Honors students)	3
PSYC 1300 Introduction to Psychology, or SOC 1300 Introduction to Sociology	3
MATH 1314 Calculus for Business and the Life Sciences (or MATH 1431)	3
HIST 1377 The United States to 1877	3
MIS 3300 Introduction to Computers and Management Information Systems	3
Total	15

Spring Semester Suggested Program	
Courses	Hours
ENGL 1304 First Year Writing II (ENGL 2361H & HON 2101 for Honors students)	3(4)
GENB 2301 (3302 in Fall 2013)	3
MATH 1313 Finite Mathematics with Applications	3
ECON 2305 Macroeconomic Principles	3
ACCT 2331 Accounting Principles I - Financial	3
Total	15(16)

SECOND YEAR

Fall Semester Suggested Program	
Courses	Hours
ECON 2304 Microeconomic Principles	3
ACCT 2332 Accounting Principles II - Managerial	3
STAT 3331 Statistical Analysis for Business Applications I	3
HIST 1378 The United States since 1877	3
Natural Science Core Course	3
Total	15

Spring Semester Suggested Program

Courses	Hours
Natural Science Core Course	3
POLS 1336 U.S. and Texas Constitutions and Politics or equivalent	3
MARK 3337	3
FINA 3332	3
MARK 3336	3
Total	15

THIRD YEAR

Fall Semester Suggested Program

Courses	Hours
POLS 1337 U.S. Government: Congress, President and Courts (Honors: consult advisor for advanced level POLS options)	3
INTB 3354	3
SCM 3301	3
MARK 3339	3
MANA 3335	3
Total	15

Spring Semester Suggested Program

Courses	Hours
Humanities Core Course	3
INTB 3355	3
MARK elective or COMM 3356	3
MARK elective	3
Advanced business elective	3
Total	15

FOURTH YEAR

Fall Semester Suggested Program	
Courses	Hours
Visual/Performing Arts Core Course	3
MARK elective	3
MARK elective	3
Advanced business elective	3
General elective	3
Total	15

Spring Semester Suggested Program	
Courses	Hours
GENB 4350 Business Law and Ethics	3
MARK elective	3
Advanced elective	3
Advanced elective	3
General elective	3
Total	15