

B.B.A. MARKETING

OVERVIEW

The Marketing program can unlock a host of opportunities for students interested in becoming ethical business leaders in a global economy. Our faculty are dedicated to providing students with a modern skill set and the knowledge base necessary to pursue a rewarding career in the field of marketing.

Marketing encompasses the essence of the activities we call "business." It is a dynamic and evolving field that aims to create customer value and to develop lasting customer relationships. Marketers research and identify target markets, engage in product innovation, design comprehensive promotional campaigns, develop and maintain elaborate distribution channels, and champion brands. This is all done in an effort to meet the needs of consumers in an often highly competitive landscape.

Program Level Student Learning Outcomes

The student will be able to:

- Demonstrate proficiency in written communications.
- Demonstrate proficiency in oral presentations.
- Exhibit cross-cultural competencies that will aid in communicating and working with people from different cultures.
- Design and defend a reasoned resolution to an ethical challenge.
- Demonstrate knowledge proficiency in the core business disciplines and integrate across multiple business disciplines.
- Make decisions through business data analysis.
- Define and explain the practical significance of core/critical marketing concepts.
- Apply the marketing mix.

Course Substitution Process

Students seeking to apply credits earned elsewhere toward their A&M-Central Texas degree should speak to a college advisor. Students must provide an official course description for each course taken at another institution if they wish to receive credit for it towards their A&M-Central Texas degree. If the course description alone is not sufficient to determine course equivalence, a course syllabus may also be required.

Requests for course substitutions will be denied if any of the following conditions apply:

- There is no available course requirement within the A&M-Central Texas degree that adequately matches the proposed substitution course
- The proposed course substitution makes it impossible for the student to complete the minimum number of upper-level hours required for the A&M-Central Texas degree
- The proposed course substitution makes it impossible for the student to meet the minimum A&M-Central Texas residency requirement of 30 hours
- The proposed course substitution is for upper-level business credit, and the original course was completed more than 10 years prior to the date of the substitution request.

Subject to the restrictions above, American Council on Education (ACE) recommended credit may also be utilized to fulfill upper level elective

requirements. In special cases, ACE recommended credit may be utilized for non-elective requirements. In such cases, a department competency exam may be required. Please speak to an advisor for more information. No more than four upper level courses may be approved for substitution through ACE credit.

Bachelor of Business Administration - Marketing Program Requirements

Refer to the General Education Core Requirements (<https://catalog.tamuct.edu/undergraduate-information/general-education-core-requirements/>) page for more information on the CORE REQ coursework. The Field of Study (FOS) courses are listed in the footnotes (if applicable). At least 120 credit hours are required for the degree.

Code	Title	Credit Hours
First Year		
Fall		
	CORE REQ Communications (010)	3
MATH 1324	Mathematics for Business & Social Sciences (CORE REQ (020)) ¹	3
	CORE REQ Life and Physical Science (030)	3
	CORE REQ Creative Arts (050)	3
ACCT 2301	Principles of Financial Accounting (DEG REQ) ¹	3
Spring		
	CORE REQ Language, Philosophy and Culture (040)	3
	CORE REQ Life and Physical Science (030)	3
ECON 2301	Principles of Macroeconomics (CORE REQ (090)) ¹	3
ACCT 2302	Principles of Managerial Accounting (DEG REQ) ¹	3
BCIS 1305	Business Computer Applications (DEG REQ) ¹	3
	or CIS 3300 Computer Technology and Impact	
Second Year		
Fall		
	CORE REQ Communications (010)	3
	CORE REQ American History (060)	3
	CORE REQ Government/Political Science (070)	3
ECON 2302	Principles of Microeconomics (CORE REQ (090))	3
	Any Level Elective ¹	3
Spring		
	CORE REQ American History (060)	3
	CORE REQ Government/Political Science (070)	3
PSYC 2301	General Psychology (CORE REQ (080)) ²	3
	or SOCI 1301 Introduction to Sociology	
	Any Level Elective ¹	3
	Any Level Elective ¹	3
Third Year		
Fall		

BUSI 3301	Professionalism and Communication in Business	3
ACCT 3301	Accounting and Finance Data Analytics 1	3
MKTG 3301	Marketing	3
BUSI 3311 or BUSI 2305	Business Statistics Business Statistics	3
BUSI 3332 or BUSI 2301	Legal Environment of Business Business Law	3
Spring		
BUSI 4301	Business Ethics and Corporate Social Responsibility	3
FIN 3301	Financial Management I	3
MGMT 3302	Personnel and Human Resource Management	3
MKTG 3318	Promotional Strategy	3
Any Level Elective or Upper-Level COBA Elective		3
Forth Year		
Fall		
BUSI 3344	Introduction to the Global Business Environment	3
MKTG 3316	Consumer Behavior	3
MKTG 4302	Services Marketing	3
MKTG 4305	Digital and Internet Marketing	3
MGMT 3350	Management and Organizational Behavior	3
Spring		
BUSI 4359	Business Strategy	3
CIS 4350	Management Information Systems	3
MKTG 3320	Marketing Research	3
MKTG 4316	Marketing Strategy	3
Upper-Level COBA Elective ³		3
Total Credit Hours		120

¹ Lower Level Electives, Any Level Electives, Component Area Options, or Degree Requirements (DEG REQ) may consist of the FOS courses: MATH 1324, ECON 2301, ECON 2302, BCIS 1305, ACCT 2301, ACCT 2302, BUSI 1301.

² CORE REQ (080) recommended courses are PSCY 2301 or SOCI 1301. These are not degree required courses.

³ MKTG courses or other courses that support the marketing function are recommended (e.g., CIS 3306, CIS 3315, or CIS 4302). Please speak to an advisor for more information.