

TEXAS STATE UNIVERSITY
McCOY COLLEGE OF BUSINESS ADMINISTRATION
COURSE REQUIREMENTS FOR DESIGNATED DEGREE AND MAJOR

Degree: BBA
Major: Marketing with a Concentration in Services Marketing

Major Code: MKT SERV
Catalog^a: 2014

<p>GENERAL EDUCATION CORE CURRICULUM (Core Component = 39 hours) Core Component #:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> English 1310</td><td style="text-align: right;">010</td></tr> <tr><td><input type="checkbox"/> English 1320</td><td style="text-align: right;">010</td></tr> <tr><td><input type="checkbox"/> Math 1329</td><td style="text-align: right;">020</td></tr> <tr><td><input type="checkbox"/> Natural Science _____ (3 hours)^b</td><td style="text-align: right;">030</td></tr> <tr><td><input type="checkbox"/> Natural Science _____ (3 hours)^b</td><td style="text-align: right;">030</td></tr> <tr><td><input type="checkbox"/> Philosophy 1320 (WI at Texas State)</td><td style="text-align: right;">040</td></tr> <tr><td><input type="checkbox"/> Art, Dance, Music, or Theatre Arts 2313</td><td style="text-align: right;">050</td></tr> <tr><td><input type="checkbox"/> History 1310 (WI at Texas State)</td><td style="text-align: right;">060</td></tr> <tr><td><input type="checkbox"/> History 1320 (WI at Texas State)</td><td style="text-align: right;">060</td></tr> <tr><td><input type="checkbox"/> Political Science 2310</td><td style="text-align: right;">070</td></tr> <tr><td><input type="checkbox"/> Political Science 2320</td><td style="text-align: right;">070</td></tr> <tr><td><input type="checkbox"/> Communication 1310</td><td style="text-align: right;">090</td></tr> <tr><td><input type="checkbox"/> English 2310 or 2320 or 2330 or 2340 or 2359 or 2360</td><td style="text-align: right;">090</td></tr> </table> <p>UNIVERSITY REQUIREMENT: (1 semester hour) <input type="checkbox"/> US 1100 – University Seminar (PACE students only)</p>	<input type="checkbox"/> English 1310	010	<input type="checkbox"/> English 1320	010	<input type="checkbox"/> Math 1329	020	<input type="checkbox"/> Natural Science _____ (3 hours) ^b	030	<input type="checkbox"/> Natural Science _____ (3 hours) ^b	030	<input type="checkbox"/> Philosophy 1320 (WI at Texas State)	040	<input type="checkbox"/> Art, Dance, Music, or Theatre Arts 2313	050	<input type="checkbox"/> History 1310 (WI at Texas State)	060	<input type="checkbox"/> History 1320 (WI at Texas State)	060	<input type="checkbox"/> Political Science 2310	070	<input type="checkbox"/> Political Science 2320	070	<input type="checkbox"/> Communication 1310	090	<input type="checkbox"/> English 2310 or 2320 or 2330 or 2340 or 2359 or 2360	090	<p>BUSINESS CORE (40 semester hours) Lower division courses: (21 semester hours)</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> Accounting 2361</td></tr> <tr><td><input type="checkbox"/> Accounting 2362</td></tr> <tr><td><input type="checkbox"/> Computer Information Systems 1323</td></tr> <tr><td><input type="checkbox"/> Economics 2314 (core component 080)</td></tr> <tr><td><input type="checkbox"/> Economics 2315</td></tr> <tr><td><input type="checkbox"/> Business Law 2361</td></tr> <tr><td><input type="checkbox"/> Quantitative Methods 2333</td></tr> </table> <hr style="border-top: 1px dotted black;"/> <p>Upper division courses: (19 semester hours)</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> Management 3303</td></tr> <tr><td><input type="checkbox"/> Marketing 3343</td></tr> <tr><td><input type="checkbox"/> Computer Information Systems 3380</td></tr> <tr><td><input type="checkbox"/> Finance 3312</td></tr> <tr><td><input type="checkbox"/> Management 3453 (WI at Texas State)</td></tr> <tr><td><input type="checkbox"/> Management 4335 (Take in last semester, WI at Texas State)</td></tr> </table>	<input type="checkbox"/> Accounting 2361	<input type="checkbox"/> Accounting 2362	<input type="checkbox"/> Computer Information Systems 1323	<input type="checkbox"/> Economics 2314 (core component 080)	<input type="checkbox"/> Economics 2315	<input type="checkbox"/> Business Law 2361	<input type="checkbox"/> Quantitative Methods 2333	<input type="checkbox"/> Management 3303	<input type="checkbox"/> Marketing 3343	<input type="checkbox"/> Computer Information Systems 3380	<input type="checkbox"/> Finance 3312	<input type="checkbox"/> Management 3453 (WI at Texas State)	<input type="checkbox"/> Management 4335 (Take in last semester, WI at Texas State)
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<p>FREE ELECTIVES (10-11 semester hours)</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> <u>Math 1319 or 1315</u></td><td><input type="checkbox"/> _____</td></tr> <tr><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td></tr> <tr><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td></tr> <tr><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td></tr> </table> <p>Foreign language requirement would apply here.^c</p>	<input type="checkbox"/> <u>Math 1319 or 1315</u>	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<p>DEPARTMENT MAJOR (30 semester hours)</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> Marketing 3350</td></tr> <tr><td><input type="checkbox"/> Marketing 3358</td></tr> <tr><td><input type="checkbox"/> Marketing 3365</td></tr> <tr><td><input type="checkbox"/> Marketing 3370</td></tr> <tr><td><input type="checkbox"/> Marketing 4310</td></tr> <tr><td><input type="checkbox"/> Marketing 4325</td></tr> <tr><td><input type="checkbox"/> Marketing 4330</td></tr> <tr><td><input type="checkbox"/> Marketing 4337 (Take in last semester, WI at Texas State)</td></tr> <tr><td><input type="checkbox"/> Marketing 4393</td></tr> <tr><td><input type="checkbox"/> Restricted Advanced Business Elective^d</td></tr> </table>	<input type="checkbox"/> Marketing 3350	<input type="checkbox"/> Marketing 3358	<input type="checkbox"/> Marketing 3365	<input type="checkbox"/> Marketing 3370	<input type="checkbox"/> Marketing 4310	<input type="checkbox"/> Marketing 4325	<input type="checkbox"/> Marketing 4330	<input type="checkbox"/> Marketing 4337 (Take in last semester, WI at Texas State)	<input type="checkbox"/> Marketing 4393	<input type="checkbox"/> Restricted Advanced Business Elective ^d																					
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FOOTNOTES

^a The information on this form applies to students assigned to the 2014 catalog. Catalog designation determines the curriculum and other academic policies that apply to a student. Students must graduate within six years of the semester used to designate their catalog; otherwise, they are subject to the curriculum and academic policies of a subsequent catalog.

^b For course options, see the 2014 catalog.

^c **Foreign Language Requirement.** Students who did not satisfactorily complete at least two years of the same foreign language in high school must complete two semesters (6-8 hours) of a single foreign language as part of the degree requirements.

^d The Restricted Advanced Business Electives may be chosen from MKT 3355, 3380, or 3390.

Writing Intensive Courses Requirement. Three courses (9 hours) designated as “writing intensive” (WI) must be completed at Texas State to satisfy degree requirements.

Students should note that not all courses are taught each semester. If a specific course is needed, students should verify the prospective course offering with the department.

**TEXAS STATE UNIVERSITY
McCOY COLLEGE OF BUSINESS ADMINISTRATION
RECOMMENDED COURSE SEQUENCE**

Degree: BBA
Major: Marketing with a Concentration in Services Marketing

Major Code: MKT SERV
Catalog: 2014

Freshman Year

<u>First Semester</u>	<u>Hours</u>		<u>Second Semester</u>	<u>Hours</u>
ENG 1310	3		ENG 1320	3
POSI 2310	3		HIST 1310 (WI at Texas State)	3
MATH 1329	3		PHIL 1320 (WI at Texas State)	3
Natural Science Component	3		Natural Science Component	3
COMM 1310	3		CIS 1323 (Can test out for a fee)	3
US 1100 (PACE Only)	1			15
	16			

Sophomore Year

<u>First Semester</u>	<u>Hours</u>		<u>Second Semester</u>	<u>Hours</u>
ACC 2361	3		ACC 2362	3
ECO 2314	3		ECO 2315	3
ENG 2310, 2320, 2330, 2340, 2359, or 2360	3		BLAW 2361	3
HIST 1320 (WI at Texas State)	3		POSI 2320	3
QMST 2333	3		ART, DAN, MU, TH 2313	3
	15			15

Junior Year

<u>First Semester</u>	<u>Hours</u>		<u>Second Semester</u>	<u>Hours</u>
CIS 3380	3		MKT 3358	3
Free Elective	6		FIN 3312	3
MGT 3303	3		MGT 3453 (WI at Texas State)	4
MKT 3343	3		MKT 3350	3
	15		MKT 3365	3
				16

Senior Year

<u>First Semester</u>	<u>Hours</u>		<u>Second Semester</u>	<u>Hours</u>
Restricted Advanced Business Elective	3		MKT 4393	3
MKT 4310	3		Free Elective	1-2
MKT 3370	3		MGT 4335 (WI at Texas State) (Capstone)	3
MKT 4330	3		MKT 4325	3
Free Elective	3		MKT 4337 (WI at Texas State)	3
	15			13-14

IMPORTANT DEGREE INFORMATION

TRANSFER COURSE WORK. Courses acceptable for transfer to Texas State will transfer at the level at which the courses were taken (i.e., acceptable business courses from two-year schools transfer as freshman or sophomore courses and may not be used to satisfy junior/senior level business course requirements).

50% REQUIREMENT. A minimum of 50% of the semester hours for a business degree must come from courses offered by the McCoy College of Business Administration at Texas State University.

OTHER DEGREE REQUIREMENTS. Students must complete at least 120 semester hours, satisfy course requirements specified above and on their degree audit (including general education core, foreign language, and writing intensive course requirements), and achieve minimum grade point averages as follows: 2.0 Texas State GPA and 2.25 GPA in the business course work (common business core, major, and restricted advanced business electives).

DEGREE SUMMARY. Each student may access their degree plan through the DegreeWorks on CatsWeb (<https://ssb.txstate.edu>) by clicking the "Student" link and then "Degree Audit." Students should consult with the McCoy College of Business Administration Advising Center (McCoy Hall 115) during the semester prior to the semester in which they plan to graduate.

APPLICATION FOR GRADUATION. Students must apply to graduate online via CatsWeb (<http://www.catsweb.txstate.edu/students.html>). Additionally, students must check with the McCoy College of Business Administration Advising Center (McCoy Hall 115) during the first week of the semester in which they expect to graduate (September for Fall, January for Spring, or June for Summer) for clearance to participate in commencement.

PREREQUISITES. Course prerequisites are not listed on this sheet. Check the current catalog to verify any prerequisites.