

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

**Degree: BBA**

**Major Code: MKT SERV**

**Major: Marketing with a Concentration in Services Marketing**

**Catalog<sup>a</sup>: 2019**

<p><b>GENERAL EDUCATION CORE CURRICULUM</b> (Core Component = 39 hours)</p> <p style="text-align: right;">Core Component #:</p> <p>___ English 1310 010          ___ English 1320 010          ___ Math 1329 020          ___ Life and Physical Sciences _____ (3 hours)<sup>b</sup> 030          ___ Life and Physical Sciences _____ (3 hours)<sup>b</sup> 030          ___ Philosophy 1320 (WI at Texas State) 040          ___ Art, Dance, Music, or Theatre Arts 2313 050          ___ History 1310 (WI at Texas State) 060          ___ History 1320 (WI at Texas State) 060          ___ Political Science 2310 070          ___ Political Science 2320 070          ___ Communication 1310 090          ___ English 2310 or 2320 or 2330 or 2340 or 2359 or 2360 090</p>	<p><b>BUSINESS CORE</b> (43 semester hours)</p> <p>Lower division courses: (24 semester hours)</p> <p>___ Business Administration 2310          ___ Accounting 2361          ___ Accounting 2362          ___ Computer Information Systems 1323          ___ Economics 2314 (core component 080)          ___ Economics 2315          ___ Business Law 2361          ___ Quantitative Methods 2333</p> <hr style="border-top: 1px dotted black;"/> <p>Upper division courses: (19 semester hours)</p> <p>___ Management 3303          ___ Marketing 3343          ___ Computer Information Systems 3380          ___ Finance 3312          ___ Management 3453 (WI at Texas State)          ___ Management 4335 (Take in last semester, WI at Texas State)</p>
<p><b>UNIVERSITY REQUIREMENT:</b> (1 semester hour)</p> <p>___ US 1100 – University Seminar (PACE students only)</p>	<p><b>DEPARTMENT MAJOR</b> (30 semester hours)</p> <p>___ Marketing 3350          ___ Marketing 3358          ___ Marketing 3365          ___ Marketing 3370          ___ Marketing 4310          ___ Marketing 4315          ___ Marketing 4330          ___ Marketing 4337 (Take in last semester, WI at Texas State)          ___ Marketing 4393          ___ Restricted Advanced Business Elective<sup>d</sup></p>
<p><b>FREE ELECTIVES</b> (7-8 semester hours)</p> <p>___ <u>Math 1319 or 1315</u>        ___ _____</p> <p>___ _____                  ___ _____</p> <p>___ _____                  ___ _____</p> <p>___ _____                  ___ _____</p> <p>Foreign language requirement would apply here.<sup>c</sup></p>	
<p><b>FOOTNOTES</b></p> <p><sup>a</sup> The information on this form applies to students assigned to the 2019 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.</p> <p><sup>b</sup> For course options, see the 2019 catalog.</p> <p><sup>c</sup> <b>Foreign Language Requirement.</b> 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.</p> <p><sup>d</sup> The Restricted Advanced Business Elective may be chosen from MKT 3355, 3375, 3380, 3385, 3390 or 4325.</p> <p><b>Writing Intensive Courses Requirement.</b> Three courses (9 hours) designated as “writing intensive” (WI) must be completed at Texas State to satisfy degree requirements.</p> <p>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.</p>	

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

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

**Major Code: MKT SERV**  
**Catalog: 2019**

**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
Life and Physical Sciences	3	Life and Physical Sciences	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
BA 2310	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 Electives	7-8	FIN 3312	3
MGT 3303	3	MGT 3453 (WI at Texas State)	4
MKT 3343	3	MKT 3350	3
	16-17	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	MKT 4337 (WI at Texas State)	3
MKT 3370	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 4330	3	MKT 4315	3
ENG 2310, 2320, 2330, 2340, 2359, or 2360	3		12
	15		

**IMPORTANT DEGREE INFORMATION**

**TRANSFER COURSE WORK.** A maximum of 72-hours from a community college may be transferred into Texas State to apply toward the BBA degree. 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 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, writing intensive, and advanced hours) and achieve minimum grade point averages as follows: 2.0 Texas State GPA and 2.25 Business GPA.

**DEGREE SUMMARY.** Each student may access their degree plan through Degree Works on CatsWeb (<https://ssb.txstate.edu>) by clicking the "Student" link and then "Degree Audit." Students should consult with the McCoy College of Business 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 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.

**HONORS DESIGNATION.** To be eligible to graduate with honors, students must complete a minimum of 54 credit hours through Texas State and have earned a 3.4 or higher Texas State GPA.

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