

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

**Degree: BBA
 Major: Marketing**

**Major Code: MKT
 Catalog^a: 2017**

<p>GENERAL EDUCATION CORE CURRICULUM (Core Component = 39 hours)</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: right; font-weight: normal;">Core Component #:</th> </tr> </thead> <tbody> <tr><td>___ English 1310</td><td style="text-align: right;">010</td></tr> <tr><td>___ English 1320</td><td style="text-align: right;">010</td></tr> <tr><td>___ Math 1329</td><td style="text-align: right;">020</td></tr> <tr><td>___ Life and Physical Sciences _____(3 hours)^b</td><td style="text-align: right;">030</td></tr> <tr><td>___ Life and Physical Sciences _____(3 hours)^b</td><td style="text-align: right;">030</td></tr> <tr><td>___ Philosophy 1320 (WI at Texas State)</td><td style="text-align: right;">040</td></tr> <tr><td>___ Art, Dance, Music, or Theatre Arts 2313</td><td style="text-align: right;">050</td></tr> <tr><td>___ History 1310 (WI at Texas State)</td><td style="text-align: right;">060</td></tr> <tr><td>___ History 1320 (WI at Texas State)</td><td style="text-align: right;">060</td></tr> <tr><td>___ Political Science 2310</td><td style="text-align: right;">070</td></tr> <tr><td>___ Political Science 2320</td><td style="text-align: right;">070</td></tr> <tr><td>___ Communication 1310</td><td style="text-align: right;">090</td></tr> <tr><td>___ English 2310 or 2320 or 2330 or 2340 or 2359 or 2360</td><td style="text-align: right;">090</td></tr> </tbody> </table> <p>UNIVERSITY REQUIREMENT: (1 semester hour) ___ US 1100 – University Seminar (PACE students only)</p>		Core Component #:	___ English 1310	010	___ English 1320	010	___ Math 1329	020	___ Life and Physical Sciences _____(3 hours) ^b	030	___ Life and Physical Sciences _____(3 hours) ^b	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>BUSINESS CORE (43 semester hours) Lower division courses: (24 semester hours)</p> <ul style="list-style-type: none"> ___ Business Administration 2310 ___ Accounting 2361 ___ Accounting 2362 ___ Computer Information Systems 1323 ___ Economics 2314 (core component 080) ___ Economics 2315 ___ Business Law 2361 ___ Quantitative Methods 2333 <hr style="border-top: 1px dashed black;"/> <p>Upper division courses: (19 semester hours)</p> <ul style="list-style-type: none"> ___ 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)
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<p>FREE ELECTIVES (7-8 semester hours)</p> <table style="width: 100%;"> <tr> <td>___ <u>Math 1319 or 1315</u></td> <td>___ _____</td> </tr> <tr> <td>___ _____</td> <td>___ _____</td> </tr> <tr> <td>___ _____</td> <td>___ _____</td> </tr> <tr> <td>___ _____</td> <td>___ _____</td> </tr> </table> <p>Foreign Language requirement would apply here.^c</p>	___ <u>Math 1319 or 1315</u>	___ _____	___ _____	___ _____	___ _____	___ _____	___ _____	___ _____	<p>DEPARTMENT MAJOR (24 semester hours)</p> <ul style="list-style-type: none"> ___ Marketing 3350 ___ Marketing 3358 ___ Marketing 3370 ___ Marketing 4310 ___ Marketing 4330 ___ Marketing 4337 (Take in last semester, WI at Texas State) ___ Marketing (advanced elective)^d ___ Marketing (advanced elective)^d <hr style="border-top: 1px solid black;"/> <p>ADVANCED BUSINESS ELECTIVES (6 semester hours) (Any 3000 or 4000 level business course)^e</p> <p>___ _____</p> <p>___ _____</p>																				
___ <u>Math 1319 or 1315</u>	___ _____																												
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FOOTNOTES

^a The information on this form applies to students assigned to the 2017 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 2017 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 Marketing Advanced Electives may be chosen from: MKT 3355, 3360, 3362 (WI), 3365, 3375, 3380, 3385, 3387, 3390, 4325, 4395 (WI), 4396, 4397, or 4399.

^e Advanced Business Electives may be chosen from any 3000- or 4000-level business course not otherwise required for the major (excluding any ELADV course, MGT 3353 and FIN 3325).

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**

**Major Code: MKT
Catalog: 2017**

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		
	<hr style="width: 50%; margin: 0 auto;"/> 16		<hr style="width: 50%; margin: 0 auto;"/> 15

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, or TH 2313	3
	<hr style="width: 50%; margin: 0 auto;"/> 15		<hr style="width: 50%; margin: 0 auto;"/> 15

Junior Year

<u>First Semester</u>	<u>Hours</u>	<u>Second Semester</u>	<u>Hours</u>
CIS 3380	3	Free Elective	3
Free Elective	3	FIN 3312	3
MGT 3303	3	MGT 3453 (WI at Texas State)	4
MKT 3343	3	MKT 3350	3
ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	MKT 3370	3
	<hr style="width: 50%; margin: 0 auto;"/> 15		<hr style="width: 50%; margin: 0 auto;"/> 16

Senior Year

<u>First Semester</u>	<u>Hours</u>	<u>Second Semester</u>	<u>Hours</u>
Advanced Business Elective	3	Advanced Business Elective	3
MKT Advanced Electives	6	Free Electives	1-2
MKT 3358	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 4330	3	MKT 4310	3
	<hr style="width: 50%; margin: 0 auto;"/> 15	MKT 4337 (WI at Texas State)	3
			<hr style="width: 50%; margin: 0 auto;"/> 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, advanced hours and writing intensive course requirements), and achieve minimum grade point averages as follows: 2.0 Texas State GPA and 2.25 Business GPA (common business core, major, and restricted advanced business electives).

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 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.

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.