**Degree:** BBA  
**Major:** Marketing  
**Major Code:** MKT  
**Catalog:** 2016

### GENERAL EDUCATION CORE CURRICULUM

- **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

### BUSINESS CORE (43 semester hours)

- **Lower division courses:** (24 semester hours)  
  - Business Administration 2310  
  - Accounting 2361  
  - Accounting 2362  
  - Computer Information Systems 1323  
  - Economics 2314 (core component 080)  
  - Economics 2315  
  - Business Law 2361  
  - Quantitative Methods 2333

- **Upper division courses:** (19 semester hours)  
  - 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)

### UNIVERSITY REQUIREMENT: (1 semester hour)  
- US 1100 – University Seminar (PACE students only)

### FREE ELECTIVES (7-8 semester hours)

- **Math 1319 or 1315**  
- **____**  
- **____**  
- **____**  

Foreign Language requirement would apply here. c

### DEPARTMENT MAJOR (24 semester hours)

- **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**

### ADVANCED BUSINESS ELECTIVES (6 semester hours)

- **(Any 3000 or 4000 level business course)g**  
- **____**  
- **____**

### FOOTNOTES

a The information on this form applies to students assigned to the 2016 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 2016 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.

d 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.
# Recommended Course Sequence

## Degree: BBA

**Major:** Marketing  
**Catalog:** 2016  
**Major Code:** MKT

### Freshman Year

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Hours</th>
<th>Second Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 1310</td>
<td>3</td>
<td>ENG 1320</td>
<td>3</td>
</tr>
<tr>
<td>POSI 2310</td>
<td>3</td>
<td>HIST 1310 (WI at Texas State)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1329</td>
<td>3</td>
<td>PHYS 3320 (WI at Texas State)</td>
<td>3</td>
</tr>
<tr>
<td>Life and Physical Sciences</td>
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<td>Life and Physical Sciences</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1310</td>
<td>3</td>
<td>CIS 1329 (Can test out for a fee)</td>
<td>3</td>
</tr>
<tr>
<td>US 1100 (PACE Only)</td>
<td>1</td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>Total</strong></td>
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### Sophomore Year

<table>
<thead>
<tr>
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<th>Second Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2361</td>
<td>3</td>
<td>ACC 2362</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2314</td>
<td>3</td>
<td>ECO 2315</td>
<td>3</td>
</tr>
<tr>
<td>BA 2310</td>
<td>3</td>
<td>BLAW 2361</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1320 (WI at Texas State)</td>
<td>3</td>
<td>POSI 2320</td>
<td>3</td>
</tr>
<tr>
<td>QMST 2333</td>
<td>3</td>
<td>ART, DAN, MU, or TH 2313</td>
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<td><strong>Total</strong></td>
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<td><strong>Total</strong></td>
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### Junior Year

<table>
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<th>Second Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 3380</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
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<tr>
<td>Free Elective</td>
<td>3</td>
<td>FIN 3312</td>
<td>3</td>
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<tr>
<td>MGT 3303</td>
<td>3</td>
<td>MGT 3453 (WI at Texas State)</td>
<td>4</td>
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<tr>
<td>MKT 3343</td>
<td>3</td>
<td>MKT 3350</td>
<td>3</td>
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<tr>
<td>ENG 2310, 2320, 2330, 2340, 2359, or 2360</td>
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<td>MKT 3370</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>Total</strong></td>
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### Senior Year

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Hours</th>
<th>Second Semester</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Advanced Business Elective</td>
<td>3</td>
<td>Advanced Business Elective</td>
<td>3</td>
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<tr>
<td>MKT Advanced Electives</td>
<td>6</td>
<td>Free Electives</td>
<td>1-2</td>
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<tr>
<td>MKT 3358</td>
<td>3</td>
<td>MGT 4335 (WI at Texas State) (Capstone)</td>
<td>3</td>
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<tr>
<td>MKT 4330</td>
<td>3</td>
<td>MKT 4310</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>Total</strong></td>
<td><strong>13-14</strong></td>
</tr>
</tbody>
</table>

## 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](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](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.