



**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: 2015**

**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 Component	3	Life and Physical Sciences 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, advanced hours, 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.

**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.