

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING
DEGREE PLAN – TOTAL CREDITS: 120

First Year	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 138 Math for Business & Economics Analysis II	3
	MATH 135 Math for Bus & Eco Analysis I	3	MIS 204 Fundamentals of Information Systems	3
	SC 135 Business & Professional Comm.	3	BADM 234 Legal & Regulatory Envir of Bus	3
	Creative Arts	3	Life & Physical Sciences	3
		15 hrs		15 hrs
Second Year	THIRD SEMESTER		FOURTH SEMESTER	
	POLS 235 American Government	3	POLS 236 Texas Government	3
	HIST 231 Social & Political History I	3	HIST 232 Social & Political History II	3
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	Language, Philosophy & Culture	3
	Life & Physical Sciences	3	ECON 231 Principles of Economics I	3
		15 hrs		15 hrs
Third Year	FIFTH SEMESTER		SIXTH SEMESTER	
	ECON 232 Principles of Economics II	3	MKTG 307 Marketing Channels and Institutions	3
	MKTG 306 Principles of Marketing	3	MKTG 336 Marketing Communications	3
	MGSC 239 Business Statistics I	3	MGSC 331 Business Statistics II	3
	MIS 304 Information Technology	3	MGSC 302 Operations Management I	3
	FIN 301 Basic Financial Management	3	HIST 281 African American History	3
		15 hrs		15 hrs
Fourth Year	SEVENTH SEMESTER		EIGHTH SEMESTER	
	BADM 466 Business Internship	3	BADM 450 Organizational Policy & Strategy	3
	MKTG 430 Marketing Decision Making: Theory and Practice	3	MKTG 432 International Marketing	3
	MKTG 431 Entrepreneurial Marketing; or, ENTR 330 New Venture Marketing	3	MKTG 435 Strategic Marketing Management	3
	MGMT 300 Principles of Management	3	General Elective	3
	General Elective	3	General Elective	3
		15 hrs		15 hrs

ENTREPRENEURSHIP MINOR FOR NONBUSINESS MAJORS TOTAL CREDITS REQUIRED : 21	
21 credits	
ECON 231 (3)	
ENTR 300 (3)	
ACCT 231 (3)	
ACCT 232 (3)	
BADM 234 (3)	
ENTR 330 (3)	
ENTR 335 (3)	