# MARKETING MAJOR

## Supply Chain Management Concentration

Upper Division Requirements and Schedule for BBA Degree

Catalog Years 2014-2015

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>* 120 Hours</th>
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<td></td>
<td>*A minimum 3.2 TTU GPA is required to take MKT 4370 &amp; MKT 4371</td>
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<td>*Admission into the program is competitive and based on a comprehensive review of the student’s application materials.</td>
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### Upper Division Core

- **BLAW 3391**  
  Business Law I.  
  Prerequisite: C or better in ENGL 1301 and 1302

- **FIN 3320**  
  Financial Management.  
  Prereq: C or better in ACCT 2300, ACCT 2301, ECO 2302 and MATH 2345.

- **ISQS 3344**  
  Introduction to Production and Operations Management.  
  Prerequisite: C or better in ISQS 2340 and MATH 2345.

- **MKT 3350**  
  Introduction to Marketing.  
  Prereq: C or better in ECO 2302.

- **MGT 3370**  
  Organization and Management

- **MGT 3373**  
  Managerial Communication.  
  Prereq: C or better in ENGL 1301 & 1302.

### Major Courses

- **MKT 3353**  
  Supply Chain Management.  
  Prerequisite C or better in MKT 3350.

- **MKT 3356**  
  Marketing Research and Analysis.  
  Prerequisite: C or better in MKT 3350 & MATH 2345.

- **MKT 4358**  
  International Marketing.  
  Prerequisite C or better in MKT 3350.

- **MKT 4370**  
  Logistics Management.  
  Prerequisite: B or better in MKT 3350, MKT 3353 & ISQS 3344

- **MKT 4371**  
  Logistics Analytical Methods.  
  Prerequisite: B or better in MKT 4370

- **IB 4361**  
  International Commerce.  
  Prerequisite: C or better in MKT 3350 & MKT 4358.

- **MKT 3351**  
  Services Marketing.  
  Prerequisite C or better in MKT 3350.

- **MKT 3352**  
  Consumer Behavior.  
  Prerequisite C or better in MKT 3350.

- **MKT 4350**  
  Personal Selling.  
  Prerequisite B or better in MKT 3350.

- **MKT 4354**  
  Market Promotion.  
  Prerequisite C or better in MKT 3350.

- **MKT 4356**  
  Brand Management/ New Product Development.  
  Prerequisite C or better in MKT 3350.

- **MKT 4359**  
  Sales Management.  
  Prerequisite C or better in MKT 3350.

- **MKT 4385**  
  Marketing Strategy.  
  Prerequisite: 9 hrs of Marketing courses.

** NOTE: Junior-or senior-level business course provided it is not used to fulfill another requirement. **

### Group A

- **MKT 3354**  
  Market Promotion.  
  Prerequisite C or better in MKT 3350.

### Group B

- **MKT 4356**  
  Brand Management/ New Product Development.  
  Prerequisite C or better in MKT 3350.

### Upper Level Economics

- **BECO 4310**  
  Applied Business Economics.  
  Prerequisite: C or better in ECO 2302.

### Electives

- **Non-Business/ Non-Economics Electives**  
  Take 2 courses

- **Free Electives**  
  Take 2 courses

60 hrs.  

**Additional Notes:**