

MARKETING MAJOR

Sales Concentration

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2015-2016

Student Name: _____ GPA: _____ Date: _____

R Number: _____ Advisor: _____

Program Requirements	* 120 Hours
	*A minimum 2.75 TTU GPA
	* B or better in MKT 3350

Upper Division Core

BLAW 3391	Business Law I. Prerequisite: C or better in ENGL 1301 and 1302	Upper Division Core (Min. 2.75 TTU GPA)
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. Prereq: C or better in ISQS 2340 and MATH 2345.	
MKT 3350	Introduction to Marketing. Prerequisite: C or better in ECO 2302.	
MGT 3370	Organization and Management	
BCOM 3373	Business Communication. Prereq: C or better in ENGL 1301 & 1302.	

Major Courses

MKT 3352	Consumer Behavior. Prerequisite: B or better in MKT 3350.	Required
MKT 3356	Marketing Research and Analysis. Prerequisite: B or better in MKT 3350 & MATH 2345.	
MKT 4350	Personal Selling. Prerequisite: B or better in MKT 3350	
MKT 4354	Market Promotion. Prerequisite: B or better in MKT 3350.	
MKT 4359	Sales Management. Prerequisite: B or better in MKT 3350.	
MKT 3351	Services Marketing. Prerequisite: B or better in MKT 3350.	Group A (Choose 2)
MKT 3353	Supply Chain Management. Prereq: B or better in MKT 3350, 3.2 cumulative TTU GPA.	
MKT 4356	Brand Management/ New Product Development. Prereq: B or better in MKT 3350.	
MKT 4358	International Marketing. Prerequisite: B or better in MKT 3350.	Group B
<i>NOTE: Any junior- or senior-level business course provided it is not used to fulfill another requirement.</i>		
MKT 4385	Marketing Strategy. Prerequisite: 9 hrs of Marketing courses.	Capstone

English/ Speech Requirement

ENGL 2365*	Professional Report Writing	Choose one
COMS 2358	Business and Professional Communication	

Upper Level Economics

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

Non-Business/ Non-Economics Electives		Take 3 hours
Free Electives		Take 6 hours

60 hrs.

Additional Notes: