

MARKETING MAJOR

Sales Concentration

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2016-2017

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 2305 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 2305.	
MGT 3370	Organization and Management	
BCOM 3373	Business Communication. Prereq: C or better in ENGL 1301 & 1302. (Writing Intensive)	

Major Courses

MKT 3352	Consumer Behavior. Prerequisite: B or better in MKT 3350.	Required (15 hours)
MKT 3356	Marketing Research and Analysis. Prereq: B or better in MKT 3350 and C or better in 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 4356	Brand Management/ New Product Development. Prereq: B or better in MKT 3350.	
MKT 4358	International Marketing. Prerequisite: B or better in MKT 3350.	
<i>NOTE: Any junior-or senior-level business course provided it is not used to fulfill another requirement.</i>		Group B
MKT 4385	Marketing Strategy. Prerequisite: 9 hrs of Marketing courses. (Writing Intensive)	Capstone

English Requirement

ENGL 2311	Intro. to Technical Writing	Choose one
ENGL 3365	Professional Report Writing	

Upper Level Economics

BECO 4310	Applied Business Economics. Prerequisite: C or better in ECO 2305.	
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Electives

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

60 hrs.

Additional Notes: