

Texas Tech University
Jerry S. Rawls College of Business

MARKETING MAJOR

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

Student Name: _____ GPA: _____ Date: _____

R Number: _____ Advisor: _____

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|----------------------|---------------------------|
| 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. Prerequisite: C or better in ISQS 2340 and MATH 2345. | |
| MKT 3350 | Introduction to Marketing. Prereq: 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 3356 | Marketing Research and Analysis. Prereq: B or better in MKT 3350 and C or better in MATH 2345. | Required |
| IB 4361 | International Commerce. Prerequisite: B or better in MKT 3350 & MKT 4358. | Group A (Choose 5) |
| MKT 3351 | Services Marketing. Prerequisite: B or better in MKT 3350. | |
| MKT 3352 | Consumer Behavior. Prerequisite: B or better in MKT 3350. | |
| MKT 4350 | Personal Selling. Prerequisite: B or better in MKT 3350. | |
| MKT 4354 | Market Promotion. Prerequisite: B or better in MKT 3350. | |
| 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. | |
| MKT 4359 | Sales Management. Prerequisite: B or better in MKT 3350. | |
| MKT 4382 | Internship in Marketing. Prereq: 6 hrs of approved MKT courses & Faculty Advisor approval. | |
| MKT 4383 | Special Topics in Marketing. Prerequisite: Consent of Instructor. | |
| | | Group B (Take 6 hours) |
| <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. (Writing Intensive) | Capstone |

| Upper Level Economics | | |
|-----------------------|---|--|
| BECO 4310 | Applied Business Economics. Prerequisite: C or better in ECO 2305. | |

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

60 hrs. Additional Notes: