

Texas Tech University
Jerry S. Rawls College of Business

MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2018-2019

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		
BCOM 3373	Managerial Communication. Prereq: C or better in ENGL 1301 & 1302.	Upper Division Core (Min. 2.75 TTU GPA)
BECO 4310	Applied Business Economics. Prereq: C or better in ECO 2305.	
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 2305 and MATH 2345.	
ISQS 3344	Introduction to Production and Operations Management. Prereq: C or better in ISQS 2340 and MATH 2345.	
MGT 3370	Organization and Management. Prereq: C or better in MATH 1331.	
MKT 3350	Introduction to Marketing. Prereq: C or better in ECO 2305 and MATH 1331.	

Major Courses		
***ALL LOWER DIVISION COURSEWORK MUST BE COMPLETED PRIOR TO ENROLLMENT IN A MAJOR COURSE.		
MKT 3356	Marketing Research and Analysis. Prereq: B or better in MKT 3350 and C or better in MATH 2345.	Required
MKT 3351	Services Marketing. Prerequisite: B or better in MKT 3350.	Group A (Choose 5)
MKT 3352	Consumer Behavior. Prerequisite: B or better in MKT 3350.	
MKT 3353	Supply Chain Management. Prereq: 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 4355	Digital Marketing. 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.	
		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.	Capstone

Electives		
Free Electives		Take 12 hours

60 hrs. Additional Notes: