

Texas Tech University  
Jerry S. Rawls College of Business

## MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree  
Catalog Years 2019-2020

Student Name: \_\_\_\_\_ GPA: \_\_\_\_\_ Date: \_\_\_\_\_

R Number: \_\_\_\_\_ Graduation Date: \_\_\_\_\_ Advisor: \_\_\_\_\_

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

### Upper Division Core

<b>BCOM 3373<sup>^</sup></b>	<b>Managerial Communication.</b> Prereq: C or better in ENGL 1301 & 1302.	Upper Division Core (Min. 2.75 TTU GPA)
<b>BECO 4310<sup>^</sup></b>	<b>Applied Business Economics.</b> Prereq: C or better in ECO 2305.	
<b>BLAW 3391<sup>^</sup></b>	<b>Business Law I.</b> Prereq C or better in ENGL 1301 and 1302.	
<b>FIN 3320<sup>^</sup></b>	<b>Financial Management.</b> Prereq: C or better in ACCT 2300, ACCT 2301, ECO 2305 and MATH 2345.	
<b>ISQS 3344<sup>^</sup></b>	<b>Introduction to Production and Operations Management.</b> Prereq: C or better in ISQS 2340 and MATH 2345.	
<b>MGT 3370<sup>^</sup></b>	<b>Organization and Management.</b> Prereq: C or better in MATH 1331.	
<b>MKT 3350<sup>^</sup></b>	<b>Introduction to Marketing.</b> 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.**

<b>MKT 3356<sup>^</sup></b>	<b>Marketing Research and Analysis.</b> Prereq: B or better in MKT 3350 and C or better in MATH 2345.	Required
<b>MKT 3351<sup>^</sup></b>	<b>Services Marketing.</b> Prerequisite: B or better in MKT 3350.	Group A (Choose 5)
<b>MKT 3352<sup>^</sup></b>	<b>Consumer Behavior.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 3353</b>	<b>Supply Chain Management.</b> Prereq: B or better in MKT 3350.	
<b>MKT 4350</b>	<b>Personal Selling.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4351</b>	<b>Customer Relationship Management.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4352</b>	<b>Sales Forecasting and Analysis.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4354</b>	<b>Market Promotion.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4355</b>	<b>Digital Marketing.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4356<sup>^</sup></b>	<b>Brand Management/ New Product Development.</b> Prereq: B or better in MKT 3350.	
<b>MKT 4358<sup>^</sup></b>	<b>International Marketing.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4359<sup>^</sup></b>	<b>Sales Management.</b> Prerequisite: B or better in MKT 3350.	
<b>MKT 4382</b>	<b>Internship in Marketing.</b> Prereq: 6 hrs of approved MKT courses & Faculty Advisor approval.	Group B (Take 6 hours)
NOTE: Any junior-or senior-level business course provided it is not used to fulfill another requirement.		
<b>MKT 4385</b>	<b>Marketing Strategy.</b> Prerequisite: 9 hrs of Marketing courses.	Capstone

### Electives

Free Electives		Take 9 hours
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57 hrs.

Additional Notes:

Courses marked with a ^ are also offered through a Rawls Study Abroad program.