**MARKETING MAJOR**
Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2020-2021

<table>
<thead>
<tr>
<th>Student Name: ___________________________</th>
<th>GPA: ___________</th>
<th>Date: ___________________________</th>
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<td>R Number: ______________________________</td>
<td>Graduation Date: ____________________</td>
<td>Advisor: ____________________________</td>
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### Program Requirements
- **120 Hours**
- *A minimum 2.75 TTU GPA*
- *Must make a "B" or better in MKT 3350*
- *Group A consists of any 3000 or 4000 level MKT course*

### Upper Division Core
- **PCOM 3373^** Managerial Communication. Prereq: C or better in ENGL 1301 & 1302.
- **BECO 3310^** Applied Business Economics. Prereq: C or better in ECO 2305.
- **BLAW 3391^** Business Law I. Prereq 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

**Note:** Any 3--- or 4--- level business course provided it is not used to fulfill another requirement.

### Upper Division Core (Min. 2.75 TTU GPA)

### Group A
- 15 hours

### Group B
- Take 6 hours

### Note: ALL LOWER DIVISION COURSEWORK MUST BE COMPLETED PRIOR TO ENROLLMENT IN A MAJOR COURSE.

<table>
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<tr>
<th>MKT 3356^</th>
<th>Marketing Research and Analysis. Prereq: B or better in MKT 3350 and C or better in MATH 2345.</th>
<th>Required</th>
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### Electives

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<th>Free Electives</th>
<th>Take 9 hours or enough to complete the 120</th>
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### Additional Notes:
Courses marked with a ^ are also offered through a Rawls Study Abroad program.

2.13.2020