

Texas Tech University  
Jerry S. Rawls College of Business

## MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree  
Catalog Years 2021-2022

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

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

Program Requirements	*120 Hours
	*A minimum 2.75 TTU GPA is required to take any business course.
	*Must make a "B" or better in MKT 3350
	*Group A consists of any 3000 or 4000 level MKT course

### Upper Division Core

<b>PCOM 3373<sup>^</sup></b>	<b>Managerial Communication.</b> Prereq: C or better in ENGL 1301 & 1302.	<b>Upper Division Core</b>
<b>BECO 3310<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.	<b>Required</b>
		<b>Group A (15 hours)</b>
		<b>Group B (Take 6 hours)</b>
<i>Note: Any 3--- or 4--- level business course provided it is not used to fulfill another requirement.</i>		
<b>MKT 4385</b>	<b>Marketing Strategy.</b> Prerequisite: 9 hrs of Marketing courses.	<b>Capstone</b>

### Electives

Free Electives		<b>Take 9 hours or enough to complete the 120</b>

57 hrs.

Additional Notes:

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