

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

| Electives      |  |  |
|----------------|--|--|
| Free Electives |  | Take 9 hours or enough to complete the 120 |
|                |  |  |
|                |  |  |

57 hrs.

Additional Notes:

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