

Texas Tech University
Jerry S. Rawls College of Business

MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2024-2025

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[^]	Business Communication. <i>Prereq: C or better in ENGL 1301 & 1302.</i>	Upper Division Core
BECO 3310[^]	Applied Business Economics. <i>Prereq: C or better in ECO 2305.</i>	
BLAW 3391[^]	Business Law and Ethics. <i>Prereq C or better in ENGL 1301 and 1302.</i>	
FIN 3320[^]	Financial Management. <i>Prereq: C or better in ACCT 2300, ACCT 2301, ECO 2305 and MATH 2345.</i>	
ISQS 3344[^]	Introduction to Production and Operations Management. <i>Prereq: C or better in ISQS 2340 and MATH 2345.</i>	
MGT 3370[^]	Managing People and Organizations. <i>Prereq: C or better in MATH 1331.</i>	
MKT 3350[^]	Marketing for a Global Marketplace. <i>Prereq: C or better in ECO 2305 and MATH 1331.</i>	

Major Courses

*****ALL LOWER DIVISION COURSEWORK MUST BE COMPLETED PRIOR TO ENROLLMENT IN A MAJOR COURSE.**

MKT 3356[^]	Marketing Research and Analysis. <i>Prereq: B or better in MKT 3350 and C or better in MATH 2345.</i>	Required
		Group A (15 hours)
		Group B (Take 6 hours)
<i>Note: Any 3--- or 4--- level business course provided it is not used to fulfill another requirement.</i>		
MKT 4385	Marketing Strategy. <i>Prerequisite: 9 hrs of Marketing courses.</i>	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.