

Texas Tech University
Jerry S. Rawls College of Business

MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2026-2027

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		
BECO 3310^	Applied Business Economics. Prereq: C or better in ACCT 2300 and ECO 2301.	Upper Division Core (21 hrs)
BLAW 3391^	Business Law and Ethics. Prerequisite: C or better in ENGL 1301 and 1302.	
FIN 3320^	Financial Management. Prereq: C or better in ACCT 2300 and ECO 2301. Prereq or Coreq: ACCT 2301 and MATH 2345.	
MGT 3370^	Managing People and Organizations. Prereq: C or better in MATH 1330.	
MKT 3350^	Marketing for a Global Marketplace. Prereq: C or better in ECO 2301 and MATH 1330.	
PCOM 3373^	Business Communication. Prereq: C or better in ENGL 1301 & 1302.	
SCM 3353	Supply Chain and Operations Management. Prereq: C or better in ECO 2301 and MATH 1330.	

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 (15 hours)
		Group B (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 12 hours or enough to complete the 120

60 hrs.

Additional Notes:

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