

Texas Tech University
Jerry S. Rawls College of Business

MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2014-2015

Student Name: _____ GPA: _____ Date: _____

R Number: _____ Advisor: _____

Program Requirements	* 120 Hours *A minimum 2.75 TTU GPA
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Upper Division Core		
BLAW 3391	Business Law I. Prerequisite: C or better in ENGL 1301 and 1302	Upper Division Core (Min. 2.75 TTU GPA)
FIN 3320	Financial Management. Prereq: C or better in ACCT 2300, ACCT 2301, ECO 2302 and MATH 2345.	
ISQS 3344	Introduction to Production and Operations Management. Prerequisite: C or better in ISQS 2340 and MATH 2345.	
MKT 3350	Introduction to Marketing. Prereq: C or better in ECO 2302.	
MGT 3370	Organization and Management	
MGT 3373	Managerial Communication. Prereq: C or better in ENGL 1301 & 1302.	

Major Courses		
MKT 3356	Marketing Research and Analysis. Prerequisite: C or better in MKT 3350 & MATH 2345.	Required
IB 4361	International Commerce. Prerequisite: C or better in MKT 3350 & MKT 4358.	Group A (Choose 5)
MKT 3351	Services Marketing. Prerequisite C or better in MKT 3350.	
MKT 3352	Consumer Behavior. Prerequisite C or better in MKT 3350.	
MKT 3353	Supply Chain Management. Prerequisite C or better in MKT 3350.	
MKT 4350	Personal Selling. Prerequisite B or better in MKT 3350.	
MKT 4354	Market Promotion. Prerequisite C or better in MKT 3350.	
MKT 4356	Brand Management/ New Product Development. Prerequisite C or better in MKT 3350.	
MKT 4358	International Marketing. Prerequisite C or better in MKT 3350.	
MKT 4359	Sales Management. Prerequisite C or better in MKT 3350.	
MKT 4383	Special Topics in Marketing. Prerequisite: Consent of Instructor.	
<i>NOTE: Any junior-or senior-level business course provided it is not used to fulfill another requirement.</i>		
MKT 4385	Marketing Strategy. Prerequisite: 9 hrs of Marketing courses.	Capstone

Upper Level Economics		
BECO 4310	Applied Business Economics. Prerequisite: C or better in ECO 2302.	

Electives		
Non-Business/ Non-Economics Electives		Take 2 courses
Free Electives		Take 2 courses

60 hrs. Additional Notes: