

**TEXAS TECH UNIVERSITY
JERRY S. RAWLS COLLEGE OF BUSINESS ADMINISTRATION**

MARKETING MAJOR

Upper Division Requirements and Schedule for BBA Degree
120 Hours
Catalog Year 2013-2014

A minimum 2.75 GPA is required for this major.

A minimum of 60 hours must be earned at Texas Tech University to qualify for graduation with honors.

UPPER DIVISION CORE

18 HOURS – MINIMUM GRADES OF C ARE REQUIRED

BLAW 3391	Business Law I. Prerequisite: Minimum grade of C in ENGL 1301 and 1302 and minimum 2.75 Tech GPA
FIN 3320	Financial Management. Prerequisite: ACCT 2300, 2301, ECO 2301, ECO 2302, MATH 2345 and minimum 2.75 Tech GPA
ISQS 3344	Introduction to Production and Operations Management. Prerequisite: ISQS 2340, MATH 2345 and minimum 2.75 Tech GPA
MKT 3350	Introduction to Marketing. Prerequisite: ECO 2301 and minimum 2.75 Tech GPA
MGT 3370	Organization and Management. Prerequisite: Minimum 2.75 Tech GPA
MGT 3373	Managerial Communication. Prerequisite: ISQS 2340 and minimum grades of C in ENGL 1301 and 1302 and minimum 2.75 Tech GPA

MAJOR COURSES

27 HOURS – MINIMUM GRADES OF C ARE REQUIRED

MKT 3356	Marketing Research and Analysis. Prerequisite: MATH 2345 and MKT 3350 with a minimum grade of C
GROUP A – Five courses chosen from the following:	
IB 4361	International Commerce. Prerequisite: MKT 4358 with a minimum grade of C
MKT 3351	Services Marketing. Prerequisite: MKT 3350 with a minimum grade of C
MKT 3352	Consumer Behavior. Prerequisite: MKT 3350 with a minimum grade of C
MKT 3353	Supply Chain Management. Prerequisite: MKT 3350 with a minimum grade of C
MKT 4350	Personal Selling. Prerequisite: MKT 3350 with a <u>minimum grade of B</u>
MKT 4354	Market Promotion. Prerequisite: MKT 3350 with a minimum grade of C
MKT 4356	Brand Management/New Product Development. Prerequisite: MKT 3350 with a minimum grade of C
MKT 4358	International Marketing. Prerequisite: MKT 3350 with a minimum grade of C
MKT 4359	Sales Management. Prerequisite: MKT 3350 with a minimum grade of C
MKT 4370	Logistics Management. Prerequisite: 3.2 Tech GPA, MKT 3350, MKT 3353 and ISQS 3344 with a minimum grade of B
MKT 4371	Logistics Analytical Methods. Prerequisite: 3.2 Tech GPA and MKT 4370 with a minimum grade of B
MKT 4383	Special Topics in Marketing. Prerequisite: MKT 3350 with a minimum grade of C

GROUP B – Two courses chosen from the following:

Any junior- or senior-level business course provided it is not used to fulfill another requirement

Senior Course Requirement:

MGT 4380 Strategic Management. Prerequisite: BLAW 3391, FIN 3320, ISQS 3344, MKT 3350, and final semester

UPPER LEVEL ECONOMICS REQUIREMENT

3 HOURS – MINIMUM GRADE OF C IS REQUIRED

BECO 4310 Applied Business Economics. Prerequisite: ECO 2301 & 2302 with a minimum grade of C
OR any junior/senior level ECO course except ECO 3323 & 4332 will meet this requirement

NON-BUSINESS / NON-ECONOMICS ELECTIVE

6 HOURS – MINIMUM GRADES OF D ARE REQUIRED

Courses can be taken in the Lower Division and are eligible for pass/fail.

FREE ELECTIVES

6 HOURS OR ENOUGH TO COMPLETE THE 120-HOUR REQUIREMENT – MINIMUM GRADES OF D ARE REQUIRED

These courses are eligible for the pass/fail option provided they are not major courses. Total pass/fail hours cannot exceed 13 hours.

SCHEDULE THE ABOVE COURSES AS FOLLOWS:

ALL COURSES ARE NOT OFFERED EACH SEMESTER AND ONLY A LIMITED NUMBER OF COURSES ARE TAUGHT IN THE SUMMER, DUE TO FUNDING RESTRICTIONS AND AVAILABLE FACULTY.

5 TH SEMESTER	6 TH SEMESTER	7 TH SEMESTER	8 TH SEMESTER
BLAW 3391 FIN 3320 MGT 3370 MGT 3373 MKT 3350	ISQS 3344 MKT 3356 GROUP A – 6 hours GROUP B – 3 hours Submit Intent to Graduate	JR/SR Economics course GROUP A – 6 hours Non-BA/non-ECO elective – 3 hours Free elective – 3 hours	MGT 4380 GROUP A – 3 hours GROUP B – 3 hours Free elective – 3 hours or enough to complete 120 total hours