

TEXAS TECH UNIVERSITY  
 JERRY S. RAWLS COLLEGE OF BUSINESS ADMINISTRATION

**MARKETING MAJOR**  
**GLOBAL SUPPLY CHAIN CONCENTRATION**

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

**A 3.2 Texas Tech GPA is required to take MKT 4370 & MKT 4371**

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, 2302, and MATH 2345, and minimum 2.75 Tech GPA  
**\*\*ISQS 3344 Introduction to Production and Operations Management.** Prerequisite: ISQS 2340 and 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  
**\*\*As these are prerequisites for specific concentration courses, they should be taken early**

**MAJOR COURSES**

**27 HOURS – MINIMUM GRADES OF C ARE REQUIRED.**

**MKT 3353 Supply Chain Management.** Prerequisite: MKT 3350 with a minimum grade of C  
**MKT 3356 Marketing Research and Analysis.** Prerequisite: MATH 2345 and MKT 3350 with a minimum grade of C  
**MKT 4358 International Marketing.** 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  
**IB 4361 International Commerce.** Prerequisite: MKT 4358 with a minimum grade of C

**GROUP A – One course chosen from the following:**

**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 4350 Personal Selling.** Prerequisite: MKT 3350 with a minimum grade of B  
**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 4359 Sales Management.** Prerequisite: MKT 3350 with a minimum grade of C

**GROUP B – One course 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, MGT 3370, 3373, 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 ELECTIVE**

**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 <sup>TH</sup> SEMESTER	6 <sup>TH</sup> SEMESTER	7 <sup>TH</sup> SEMESTER	8 <sup>TH</sup> SEMESTER
BLAW 3391	FIN 3320	MKT 3356	MGT 4380
ISQS 3344	MKT 3353	MKT 4370	MKT 4371
MGT 3370	MKT 4358	IB 4361	Group A – 3 hours
MGT 3373	GROUP B – 3 hours	JR/SR Economics course	Free Elective – 3 hours or enough to complete 120 total hours
MKT 3350	Free elective – 3 hours	Non-BA/non-ECO elective – 3 hours	
	<b>Submit Intent to Graduate</b>		