

TEXAS TECH UNIVERSITY
 JERRY S. RAWLS COLLEGE OF BUSINESS ADMINISTRATION

**MARKETING MAJOR
 SALES CONCENTRATION**

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, 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

MAJOR COURSES

27 HOURS – MINIMUM GRADES OF C ARE REQUIRED

- MKT 3352 Consumer Behavior.** 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 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 4359 Sales Management. Prerequisite: MKT 3350 with a minimum grade of C
- GROUP A – Two courses chosen from the following:**
MKT 3351 Services Marketing. Prerequisite: MKT 3350 with a minimum grade of C
MKT 3353 Supply Chain Management. 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

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, MKT 3350, and final semester

REQUIRED RESTRICTED ELECTIVE

3 HOURS – MINIMUM GRADE OF C IS REQUIRED

Choose from one of the following:

- ENGL 3365 Professional Report Writing.** Prerequisite: Junior Standing. This course is not eligible for the pass/fail option
COMS 3358 Business & Professional Communications. This course is not eligible for the pass fail option

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

3 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 TH SEMESTER	6 TH SEMESTER	7 TH SEMESTER	8 TH SEMESTER
BLAW 3391	ISQS 3344	MKT 4359	MGT 4380
FIN 3320	MKT 3352	JR/SR Economics course	MKT 4354
MGT 3370	MKT 3356	GROUP A – 3 hours	GROUP A – 3 hours
MGT 3373	MKT 4350	Group B – 3 Hours	Free elective – 6 hours
MKT 3350	Restricted Elective – 3 hrs	Non-Ba/Non-Eco Elective – 3 hours	
	Submit Intent to Graduate		