

TARLETON STATE UNIVERSITY
DEPARTMENT OF MANAGEMENT, MARKETING, AND ADMINISTRATIVE SYSTEMS (MMAS)
COLLEGE OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MARKETING (2022-2023)

GENERAL EDUCATION REQUIREMENTS

| | TSU REQUIRED | HOURS | ACCEPTABLE TRANSFER EQUIVALENTS | HOURS COMPLETED |
|---|---------------------------------------|-------|--|-----------------|
| | ENGL 1301 | 3 | ENGL 1301 (COMPOSITION I) | |
| | ENGL 1302 | 3 | ENGL 1302 (COMPOSITION II) | |
| | COMM 1311, 1315, 2302 | 3 | SPCH 1311, 1315, 1321 | |
| | MATH 1314 OR ABOVE | 3 | *MATH 1314 OR ABOVE | |
| M | LAB SCIENCE | 4 | BIO, GEOL, CHEM, PHYSICS, ENV SCI | |
| C | LAB SCIENCE | 4 | BIO, GEOL, CHEM, PHYSICS, ENV SCI | |
| C | CREATIVE ARTS | 3 | ART 1301, 1303, 1304, MUSI 1306, DRAM 1310 | |
| | LITERATURE OR PHIL 1301 | 3 | ANY SOPHOMORE LEVEL LITERATURE COURSE OR PHIL 1301 | |
| | HIST 1301 | 3 | HIST 1301 (US HISTORY I) | |
| | HIST 1302 | 3 | HIST 1302 (US HISTORY II) | |
| | GOVT 2305 | 3 | GOVT 2305 (FEDERAL GOVERNMENT) | |
| | GOVT 2306 | 3 | GOVT 2306 (TEXAS GOVERNMENT) | |
| | SOCIAL AND BEHAVIORAL SCIENCES | 3 | *ECON 2301 (MACROECONOMICS) (REQUIRED) | |
| | COMPONENT AREA OPTION | 1 | **EDUC 1100/1300, PSYC 1100/1300, or PHED 1164 | |

**Students must choose to complete either the MCC Core Curriculum OR the Tarleton Core. See Advisor for details.*

***See Advisor for Additional Options*

TRANSFERABLE REQUIRED BUSINESS COURSES

| | | | | |
|---|-----------------------------------|---|--|--|
| | MATH 1316, 1324, 1325, 2412, 2413 | 3 | *MATH 1316, 1324, 1325, 2412, 2413 | |
| | ACCT 2301 | 3 | *ACCT 2301 (PRINCIPLES OF FINANCIAL ACCOUNTING) | |
| M | ACCT 2302 | 3 | *ACCT 2302 (PRINCIPLES OF MANAGERIAL ACCOUNTING) | |
| C | BUSI 1301 | 3 | *BUSI 1301 (BUSINESS PRINCIPLES) | |
| C | ECON 2302 | 3 | *ECON 2302 (MICROECONOMICS) | |
| | BCIS 1305 | 3 | *BUSI 1305 (BUSINESS COMPUTER APPLICATIONS) | |
| | BUSI 2301 | 3 | *BUSI 2301 (BUSINESS LAW) | |
| | PSYC 2301 | 3 | *PSYC 2301 (GENERAL PSYCHOLOGY) | |
| | BUSI 2311 | 3 | *BUSI 2305 (BUSINESS STATISTICS) | |
| | ELECTIVE | 3 | APPROVED ELECTIVE | |

**Grade Must be C or higher*

****STUDENTS SUCCESSFULLY COMPLETING CURRICULUM LISTED ABOVE MAY RECEIVE AN ASSOCIATE OF ARTS DEGREE FROM McLENNAN COMMUNITY COLLEGE UPON COMPLETION OF 60 HOURS (SEE MCC ADVISOR WITH QUESTIONS)*

UPPER-LEVEL REQUIRED BUSINESS COURSES TO BE COMPLETED FROM TARLETON STATE UNIVERSITY

| | | | |
|---|---|---|--|
| BUSI 3312 | 3 | *BUSINESS CORRESPONDENCE (WI) | |
| BCIS 4350 | 3 | *INFORMATION SYSTEMS | |
| BUSI 4344 | 3 | *INTERNATIONAL BUSINESS | |
| BUSI 4359 | 3 | *BUSINESS STRATEGY (WI) | |
| FINC 3301 | 3 | *PRINCIPLES OF FINANCE | |
| MGMT 3300 | 3 | *PRINCIPLES OF MANAGEMENT | |
| MKTG 3312 | 3 | *PRINCIPLES OF MARKETING | |
| MKTG 3315 | 3 | *PERSONAL SELLING | |
| MKTG 3316 | 3 | *CONSUMER BEHAVIOR | |
| MKTG 4315 | 3 | *MARKETING RESEARCH | |
| MKTG 4316 | 3 | *MARKETING MANAGEMENT | |
| MKTG 4354 | 3 | *INTERNATIONAL MARKETING | |
| SELECT 3: MKTG 3317, 3318, 4302, 4312, 4314, 4084, 4086, 4389, 4090 | 9 | *COURSE (3 HRS EACH) FROM APPROVED LIST | |
| | | *COURSE (3 HRS EACH) FROM APPROVED LIST | |
| | | *COURSE (3 HRS EACH) FROM APPROVED LIST | |
| SELECT 1: BCIS 3315, 4090, 4379 | 3 | *1 COURSE (3 HRS) FROM APPROVED LIST | |

**Grade Must be C or higher*

NOTE: Tarleton residency requires a minimum of 30 hours to be taken from TSU of which must be advanced and at least 6 hours must be writing intensive. (WI) - Writing Intensive.

This advising sheet is unofficial and is subject to change.

TOTAL HOURS REQUIRED FOR BBA DEGREE IN MARKETING PROGRAM

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|--|------------------|
| GENERAL EDUCATION REQUIREMENTS | 42 HOURS |
| TRANSFERABLE COURSES | 30 HOURS |
| TSU REQUIRED BUSINESS/ELECTIVE COURSES | <u>48 HOURS</u> |
| TOTAL HOURS | 120 HOURS |