

West Texas A&M University
STARR Center
Degree Checklist
2006-2007

NAME: _____ WT ID: _____ DATE: _____

Marketing
Department of Management, Marketing and General
Business - CC 314 651-2500

CORE CURRICULUM COURSES (42 HOURS)	HRS	
ENGL 1301 (ENG 101) (ENGLISH)	3	
ENGL 1302* (ENG 102) (ENGLISH)	3	
SCOM 1315 (101) or 1321** (201) (SPEECH COMMUNICATIONS)	3	
MATH 1324* (115)	3	
LAB SCIENCE (BIOLOGY, CHEMISTRY, GEOLOGY, PHYSICS, INTEGRATED SCIENCE**)	4	
LAB SCIENCE (BIOLOGY, CHEMISTRY, GEOLOGY, PHYSICS, INTEGRATED SCIENCE**)	4	
ENGL 2332* (ENG 201), 2333* (202), 2371* (203); HIST 2372 (210); PHIL 1301 (101); or SPAN 2312*/**** (207) (ENGLISH, HISTORY, PHILOSOPHY, SPANISH) Choose 1	3	
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); MUSI 1306 (MUS 101) or 1208 and 1209; or THRE 1310 (105) (FINE ARTS, ART, MUSIC, THEATRE) Choose 1	3	
HIST 1301 (201) (HISTORY)	3	
HIST 1302 (202) (HISTORY)	3	
POSC 2305 (101) (POLITICAL SCIENCE)	3	
POSC 2306 (102) (POLITICAL SCIENCE)	3	
ECON 2301 (ECO 201)	3	
PHED 1111 (SES 101) (PHYSICAL EDUCATION) Upon written recommendation of the University physician or the coordinator for Student Disability Services, students may substitute a one hour elective course in lieu of physical education course.	1	
BBA CORE REQUIREMENTS (39 HOURS)		
ACCT 2301 (ACC 231) (ACCOUNTING) Principles of Accounting I	3	
ACCT 2302* (ACC 232) Principles of Accounting II	3	
BUSI 3312* (GBUS 312) Business Law	3	
QBA 2342* (QBA 250) (QUANTITATIVE BUSINESS ANALYSIS) Statistics for Business and Economics	3	
CIS 3330* (CIS 330) (COMPUTER INFORMATION SYSTEMS) Management Information Systems	3	
ECON 2302 (ECO 202) (ECONOMICS) Principles of Microeconomics	3	
ADVANCED ECONOMICS ELECTIVE	3	
FIN 3320* (320) (FINANCE) Business Finance	3	
MATH 1325* (MATH 116) Mathematics for Business and Economics II	3	
MGT 3330 (MGT 330) (MANAGEMENT) Principles of Management	3	
MGT 4315* (MGT 415) Strategic Management and Policy	3	
MKT 3340 (MKT 340) (MARKETING) Principles of Marketing	3	

Bachelor of Business Administration Degree
BBA.MKT (313)

ACCT 3311* (ACC 311) Federal Tax Accounting ACCT 4315* (ACC 415) Contemporary Issues in Tax Planning CIS 3312* (312) Computing for the Business Enterprise CIS 4355* (NEW) Strategies and E-Business Models ECON 4321 (ECO 421) Comparative Economic Systems ECON 4361 (ECO 461) Development of Economic Philosophy FIN 3350* (350) Personal Financial Planning FIN 4321* (421) Portfolio Management MGT 4333* (432) Diversity and Cross Cultural Mgt. MGT 4370* (NEW) Biotechnology and Healthcare Mgt. MKT 3342 (342) Consumer Behavior MKT 3350* (350) E-Commerce Choose 1****	3	
MARKETING MAJOR REQUIREMENTS (27 HOURS)		
MKT 3342* (342) Consumer Behavior	3	
MKT 3346 (346) Personal Selling and Sales Promotion	3	
MKT 3348* (348) Marketing Research	3	
MKT 3350 (350) E-Commerce	3	
MKT 4340* (440) International Marketing	3	
MKT 4342* (442) Principles of Advertising	3	
MKT 4344* (444) Retail Marketing	3	
MKT 4346* (446) Sales Management	3	
MKT 4348* (448) Marketing Strategy	3	
ELECTIVES (15 HOURS)		
ELECTIVES		
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	123	

* Prerequisites—see catalog for more information.

** Preferred.

*** If Integrated Science is chosen, all four three-hour courses must be completed to satisfy the core lab science requirement. They may not be used for partial lab science credit.

**** Or an equivalent course (second year, second semester) in French or German.

***** College of Business writing component. Courses taken as major requirement (e.g. MGT 4333) will not count.

Revised 4/06
MKT.BBA

Note: This is NOT a degree plan. Upon completion of 60 hours, apply for a degree plan in the office of the dean of the College of Business, located in the Classroom Center, Room 111, or call 651-2525.