

**West Texas A&M University  
STARR Center  
Degree Checklist  
2007-2008**

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) Composition and Reading  | 3   |
| ENGL 1302* (ENG 102) Composition and Reading   | 3   |
| SCOM 1315 (101) or 1321** (201) (SPEECH COMMUNICATION)   | 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) <b>Choose 1</b>   | 3   |
| HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); MUSI 1306 (MUS 101) or 1208 and 1209; or THREE 1310 (105) (HUMANITIES, ART, MUSIC, THEATRE) <b>Choose 1</b>  | 3   |
| HIST 1301 (201) America, 1492-1877   | 3   |
| HIST 1302 (202) America Since 1877   | 3   |
| POSC 2305 (101) American National Government<br>POSC 2370 (NEW) Constitutional American Government <b>Choose 1</b>   | 3   |
| POSC 2306 (102) American State and Local Government  | 3   |
| ECON 2301 (ECO 201)  | 3   |
| PHED 1111 (SES 101) (PHYSICAL EDUCATION)<br>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) Principles of Microeconomics   | 3   |
| ADVANCED ECONOMICS ELECTIVE  | 3   |
| FIN 3320* (320) (FINANCE) Business Finance   | 3   |
| MATH 1325* (116) Mathematics for Business and Economics II   | 3   |
| MGT 3330 (MGT 330) (MANAGEMENT) Principles of Management   | 3   |
| MGT 4315*/See NOTE (415) Strategic Management and Policy   | 3   |
| MKT 3340 (340) (MARKETING) Principles of Marketing   | 3   |
| ACCT 3311* (ACC 311) Federal Tax Accounting<br>ACCT 4315* (ACC 415) Contemporary Issues in Tax Planning <b>cont. →</b>   | 3   |

**Bachelor of Business Administration Degree  
BBA.MKT (313)**

| CIS 2310 (NEW) Digital Communications and Collaborations<br>ECON 4321 (ECO 421) Comparative Economic Systems<br>ECON 4361 (ECO 461) Development of Economic Philosophy<br>FIN 3350* (350) Personal Financial Planning<br>FIN 4321* (421) Portfolio Management<br>MGT 4333* (432) Diversity and Cross Cultural Mgt.<br>MGT 4370* (NEW) Biotechnology and Healthcare Mgt.<br>MKT 3342 (342) Consumer Behavior<br>MKT 3350* (350) E-Commerce<br><b>Choose 1****</b> | 3          | 3          |
|--|------------|------------|
| MARKETING MAJOR REQUIREMENTS (27 HOURS)  |            |            |
| MKT 3342* (342) Consumer Behavior  | 3          | 3          |
| MKT 3346 (346) Personal Selling and Sales Promotion  | 3          | 3          |
| MKT 3348* (348) Marketing Research   | 3          | 3          |
| MKT 3350 (350) E-Commerce  | 3          | 3          |
| MKT 4340* (440) International Marketing  | 3          | 3          |
| MKT 4342* (442) Principles of Advertising  | 3          | 3          |
| MKT 4344* (444) Retail Marketing   | 3          | 3          |
| MKT 4346* (446) Sales Management   | 3          | 3          |
| MKT 4348* (448) Marketing Strategy   | 3          | 3          |
| ELECTIVES (12 HOURS)   |            |            |
| ELECTIVE   | 3          | 3          |
| ELECTIVE   | 3          | 3          |
| ELECTIVE   | 3          | 3          |
| ELECTIVE   | 3          | 3          |
| <b>TOTAL HOURS REQUIRED TO COMPLETE DEGREE</b>   | <b>120</b> | <b>120</b> |

\* Prerequisites—see catalog for more information.

\*\* Preferred.

\*\*\*If Integrated Science (NSCI 1371, 1372, 2371, 2372) 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. MKT 3342 or 3350) will not count.

NOTE: Student must first pass business competency field exam by Educational Testing Services (ETS) or equivalent. This exam should be taken the last semester of the junior year or when a student has passed ACCT 2301, 2302; BUSI 3312; CIS 3330; ECON 2301, 2302; FIN 3320; MKT 3340; MGT 3330 and QBA 2342.

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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.**