

**West Texas A&M University**  
**STARR Center**  
**Degree Checklist**  
**2008-2009**

NAME: \_\_\_\_\_ WT ID: \_\_\_\_\_ DATE: \_\_\_\_\_

**Marketing**  
**Department of Management, Marketing and General**  
**Business – FAB 189 651-2500**

<b>CORE CURRICULUM COURSES: 33 HOURS ♦</b>			
Number of hours does not include specific core requirements listed below.		HRS	
<b>Communication (10)</b>			
ENGL 1301 (ENG 101); 1302* (ENG 102) or 2311* (ENG 270)	6		
<b>Communication (11)</b>			
See University Core Requirements below	(3)		
<b>Mathematics (20)</b>			
See University Core Requirements below	(3)		
<b>Natural Sciences (30)</b>			
<b>Take two courses from:</b> PSES 1301 (216), 1307 (112); ANSC 1319 (121); BIOL 1406 (101) or 1408 (NEW), 1407* (102) or 1409* (NEW), 1411 (122), 1413 (121); CHEM 1405 (121), 1411* (101), 1412* (102); GEOL 1401 (GESC 111) or 1403 (GEOL 101), 1402 (GESC 112), 1404 (GEOL 102); PHYS 1401* (101), 1402* (102), 1411, 1412, 2425* (210), 2426* (211)		6-8	
<b>Humanities (40-41)</b>			
ENGL 2321* (NEW), 2326* (NEW), 2331* (NEW), 2341* (NEW), 2343* (NEW); HIST 2311 (110), 2372 (210); MCOM 1307 (MC 107); PHIL 1301 (101), 2374 (204); or SPAN 2312* (207) <b>Choose 1</b>	3		
<b>Visual and Performing Arts (50)</b>			
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); DANC 2303 (NEW); MUSI 1306 (MUS 101) or 1208 and 1209; or THRE 1310 (105) <b>Choose 1</b>	3		
<b>Social and Behavioral Sciences (60)</b>			
HIST 1301 (201), 1302 (202), 2301 <b>Choose 2</b>	6		
<b>Social and Behavioral Sciences (70)</b>			
POSC 2305 (101) or POSC 2370 (NEW); 2306 (102)	6		
<b>Social and Behavioral Sciences (80)</b>			
See University Core Requirements below	(3)		
<b>Institutionally Designated Option (90)</b>			
PHED 1111 (SES 101); PHED/ANSC activity course; DANC 1241 (1070), 2241* (2370); MUEN 1026 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.	1-2		
<b>MARKETING REQUIREMENTS: 75 HOURS</b>			
<b>UNIVERSITY CORE REQUIREMENTS: 9 HOURS</b>			
<b>CORE 11</b> SCOM 1315 (101) or 1321 (201)	3		
<b>CORE 20</b> MATH 1324* (115) Math for Business and Economics	3		
<b>CORE 80</b> ECON 2301 (ECO 201) Principles of Macroeconomics	3		
<b>BBA CORE REQUIREMENTS: 39 HOURS</b>			
ACCT 2301 (ACC 231) Principles of Accounting I	3		
ACCT 2302* (ACC 232) Principles of Accounting II	3		
BUSI 3312* (GBUS 312) Business Law	3		
IDM 2342* (QBA 250, 2342) Statistics for Business and Economics	3		
IDM 3330* (CIS 330, 3330) Mgt. Information Systems	3		
ECON 2302 (ECO 202) Principles of Microeconomics	3		

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

ADVANCED ECONOMICS ELECTIVE	3		
FIN 3320* (320) Business Finance	3		
MATH 1325* (116) Math for Business and Economics II	3		
MGT 3330 (MGT 330) Principles of Management	3		
MKT 3340 (MKT 340) Principles of Marketing	3		
ACCT 3311* (ACC 311) Federal Tax Accounting ACCT 4315* (ACC 415) Contemporary Issues in Tax Planning IDM 2310 (CIS 2310) Digital Communications & Collaborations 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 <b>Choose 1****</b>	3		
MGT 4315* (415) Strategic Management and Policy	3		
<b>MARKETING MAJOR REQUIREMENTS: 27 HOURS</b>			
MKT 3342* (342) Consumer Behavior	3		
MKT 3348* (348) Marketing Research	3		
MKT 4340* (440) International Marketing	3		
MKT 4342* (442) Principles of Advertising	3		
MKT 4346* (446) Sales Management	3		
MKT 4348* (448) Marketing Strategy	3		
ADVANCED MARKETING ELECTIVE	3		
ADVANCED MARKETING ELECTIVE	3		
ADVANCED MARKETING ELECTIVE	3		
<b>ELECTIVES: 12 HOURS</b>			
ELECTIVE	3		
ELECTIVE	3		
ELECTIVE	3		
ELECTIVE	3		
<b>TOTAL HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>		

♦ Core curriculum courses should be taken during the first two years of enrollment. For a list of core courses with descriptions see [www.wtamu.edu/starr/](http://www.wtamu.edu/starr/).

\* Prerequisites—see [catalog](#) for more information.

\*\* Preferred.

\*\*\* 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) will not count.

**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 old Fine Arts Building, Room 229, or call 651-2525.**