

**West Texas A&M University
Advising Services
Degree Checklist
2023-2024**

(For assistance completing this form, contact Advising Services at 806-651-5300)

NAME: _____ **WT ID:** _____ **DATE:** _____

**Marketing
Department of Management, Marketing and General
Business – CC 220 651-2525**

CORE CURRICULUM COURSES: 42 HOURS		HRS
Communication (Core 10)		
See University Core Requirements below	(6)	
Mathematics (Core 20)		
See University Core Requirements below	(3)	
Life and Physical Sciences (Core 30)		
Take two courses from: ANSC 1319; BIOL 1406 or 1308, 1407* or 1309*, 1411, 1413; CHEM 1305* or 1411*, 1412*; ENVR 1407*; GEOL 1301 or 1403, 1302, 1404; PHYS 1401*, 1402*, 1311, 1312, 1371, 2425*, 2426*; PSES 1301, 1307 - BIOL 1406, 1407, 1411, 1413; CHEM 1411, 1412; GEOL 1403, 1404; PHYS 1401, 1402, 2425, 2426: 4 th hr. moves to Core 90		
	6	
Language, Philosophy and Culture (Core 40)		
ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312***, 2313*, 2315*, or 2371 Choose 1	3	
Creative Arts (Core 50)		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 Choose 1	3	
American History (Core 60)		
HIST 1301, 1302, 2301, 2381, 2382 Choose 2	6	
Government/Political Science (Core 70)		
POSC 2305 and 2306	6	
Social and Behavioral Sciences (Core 80)		
See University Core Requirements below	(3)	
Institutionally Designated Option (Core 90)		
Take three hours from: ♦ AGRI 2300; BIOL 4 th hour from 4-hour courses (from Core 30); BUSI 1301, 1304; CHEM 4 th hour from 4-hour courses (from Core 30); CIDM 1105. CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR 4 th hour (from Core 30); GEOL 4 th hour from 4-hour courses (from Core 30); IDS 1071 (1-3 hours); MATH 4 th hour from 4-hour courses (from Core 20); MUSI 1053; PHIL 2303; PHYS 4 th hour from 4-hour courses (from Core 30); SES 1120		
	3	
MARKETING REQUIREMENTS: 81-82 HOURS A grade of "C" or better must be earned in all courses required for major.		
UNIVERSITY CORE REQUIREMENTS: 18 HOURS		
CORE 10 ENGL 1301 Intro. to Academic Writing & Argumentation OR ENGL 1311 Writing About Ideas		
	3	
CORE 10 COMM 1315, 1318, or 1321		
	3	
CORE 20 MATH 1324* Math for Business and Economics I (preferred) MATH 1314* College Algebra		
	3	
CORE 80 ECON 2301 Principles of Macroeconomics		
	3	
CORE 90* BUSI 1304, CIDM 1301 or 1315, or ECON 2331 or University Core 90 equivalent		
	3	
BBA CORE REQUIREMENTS: 39-40 HOURS		
ACCT 2301 Principles of Financial Accounting	3	
ACCT 2302* Principles of Managerial Accounting	3	
MATH 1325* Math for Business and Economics II OR MATH 2413* Calculus I	3-4	
CIDM 2342* Statistics for Business and Economics	3	
CIDM 3330* Management Information Systems	3	
ECON 2302 Principles of Microeconomics	3	

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

ADVANCED ECONOMICS ELECTIVE*	3	
FIN 3320* Business Finance	3	
BUSI 3312* Business Law	3	
MGT 3330 Principles of Management	3	
MKT 3340 Principles of Marketing	3	
College of Business communication component Take one course from:		
ACCT 4373* Accounting Communications BUSI 1304 Business Communication BUSI 4333 Cross-Cultural Issues in Business Comm. BUSI 4350 Current Issues in Mgt. Communication BUSI 4375 Healthcare Comm. in the Bus. Environment BUSI/MGT 4380 Conflict Resolution and Negotiation BUSI 4382 Emerging Media Law BUSI/CIDM 3320 Digital Communications and Collaboration ECON 4370* Economics of Healthcare FIN 3350* Personal Financial Planning FIN 4320* Investments FIN 4321* Portfolio Management MGT 3335* Organizational Behavior	3	
MGT 4315* Strategic Management and Policy	3	
MARKETING MAJOR REQUIREMENTS: 27 HOURS		
MKT 3342* Consumer Behavior	3	
MKT 3348* Marketing Research	3	
MKT 4340* International Marketing	3	
MKT 4348* Marketing Strategy	3	
ADVANCED MARKETING ELECTIVE OR FIN 4350 Sales Management of Financial Services	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ELECTIVES: 11-12 HOURS		
ELECTIVES	11-12	
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	120	

♦ Note: only six hours are required for Core 90; extra hours from 4-hour Core 30 courses (if taken) will count either towards Core 90 or as elective hours.

* Indicates prerequisites—see catalog for more information.

** Or an equivalent course (second year, second semester) in a foreign language.

NOTE: This is NOT a degree plan. All undergraduate students must request an official degree plan from their academic dean's office by the time they have completed 30 credit hours.

WTAMU ADVISING SERVICES – 2023-2024 Curriculum Guide

Major: Marketing, B.B.A.

Major Code: 313

Year 1: Fall	Year 1: Spring
CORE 10 (Communication) – ENGL 1301 or 1311	CORE 90 (Component Area Option) – See checklist for options
3	3
CORE 20 (Mathematics) – MATH 1324 or 2413	MATH 1325 or 2413
3	3-4
CORE 80 (Social & Behav. Sci.) - ECON 2301 Principles of Macroeconomics	ECON 2302 Principles of Microeconomics
3	3
CORE 10 (Communication) – COMM 1315, 1318 or 1321	CORE 60 (American History) – See checklist for options
3	3
CORE 90 (Component Area Option) – Business Course ¹	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306
3	3
Total:	Total:
15-16	15-16
Year 2: Fall	Year 2: Spring
ACCT 2301 Principles of Financial Accounting	ACCT 2302 Principles of Managerial Accounting
3	3
CIDM 2342 Statistics for Business and Economics	MGT 3330 Principles of Management
3	3
CORE 40 (Lang., Phil. & Culture) – See checklist for options	MKT 3340 Principles of Marketing
3	3
CORE 60 (American History) – See checklist for options	CIDM 3330 Management Information Systems
3	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	FIN 3320 Business Finance
3	3
Total:	Total:
15	15
Year 3: Fall	Year 3: Spring
MKT 3342 Consumer Behavior	MKT 3348 Marketing Research (typically offered in spring)
3	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	Advanced Marketing Elective (3000- or 4000-level) MKT course
3	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	BUSI 3312 Business Law
3	3
Advanced Economics Elective (3000- or 4000-level) ECON course	CORE 50 (Creative Arts) – See checklist for options
2	3
CORE 30 (Lab Science) – See checklist for options	CORE 30 (Lab Science) – See checklist for options
3	3
Total:	Total:
15	15
Year 4: Fall	Year 4: Spring
MKT 4340 International Marketing	MKT 3348 Marketing Research (typically offered in spring)
3	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	Advanced Marketing Elective (3000- or 4000-level) MKT course
3	3
COB Communication Component – See checklist for options	MGT 4315 Strategic Management and Policy (must be a senior and have completed FIN 3320, MGT 3330, and MKT 3340)
3	3
Elective	Elective
3	3
Elective	Elective
3	3
Total:	Total:
15	15

¹ **CORE: 90 Business Course:** BUSI 1301, 1304; CIDM 1301 or 1315; ECON 2331; or University Core 90 equivalent

<p>Identified Marketable Skills</p> <p>Strong quantitative skills</p> <p>Problem identification and solving skills</p> <p>Strong interpersonal skills that include: communication, listening, and leadership</p>	<p>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p>Marketing and Advertising Firms</p> <p>Banking and Financial Industries</p> <p>Federal, State, or Local Government Institutions</p>
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Additional notes:

- The core curriculum must total exactly 42 hours; excess hours must be moved to the major as an elective or a major requirement and stay within the 120-hour requirement or approved total submitted to the Coordinating Board for degree requirements. Some majors specify particular courses to meet core curriculum requirements when options are available.
- At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

DISCLAIMER: This curriculum guide should be used in conjunction with the corresponding degree checklist for general planning purposes only. The degree checklist (later a student's official degree plan) should be referred to as the comprehensive list of all courses required for the degree. An official degree plan is required after completing 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.