

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2025-2026**

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

Name: \_\_\_\_\_ WT ID: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Marketing B.B.A.</b>		
<b>Department of Management, Marketing and General Business (CC-220) (651-2525)</b>		
<b>Degree:</b> Bachelor of Business Administration (B.B.A.) See the "Requirements for Baccalaureate Degrees" section of the Catalog.		
<b>Major:</b> Marketing	<b>BBA.MKT</b>	
<b>Major Code:</b> 313		
The BBA degree in marketing prepares graduates for a wide range of marketing positions in retail, advertising, marketing research, consumer manufacturing, multinational, business-to-business and non-profit organizations. It also provides a solid foundation for students interested in pursuing graduate studies in business, law, and a variety of other disciplines. Courses for the marketing program are designed to enhance students' knowledge and skills pertaining to retailing store management, the advertising function, global marketing, and consumer and business marketing.		
<b>University Core Curriculum Requirements (42 hours)</b>	<b>Semester Credit Hours</b>	
<b>Core 10 - Communication (3 hours from ENGL options)</b> • See Major-Specific University Core Requirements below		
<b>Core 10 - Communication (3 hours from COMM options)</b> • See Major-Specific University Core Requirements below		
<b>Core 20 - Mathematics (3 hours)</b> • See Major-Specific University Core Requirements below		
<b>Core 30 - Life and Physical Sciences (6 hours)</b> • ANSC 1319; BIOL 1308 or BIOL 1406; BIOL 1309 or BIOL 1407; BIOL 1411; BIOL 1413; CHEM 1305 or CHEM 1411; CHEM 1412; ENVR 1407; GEOL 1301 or GEOL 1403; GEOL 1302; GEOL 1404; PHYS 1311; PHYS 1312; PHYS 1371; PHYS 1401; PHYS 1402; PHYS 2425; PHYS 2426; PSES 1301 or PSES 1307  (Cannot receive University Core credit for both BIOL 1308 and BIOL 1406; or for both BIOL 1309 and BIOL 1407; or for both CHEM 1305 and CHEM 1411; or for both GEOL 1301 and GEOL 1403. CHEM 1305 does not count as a prerequisite for CHEM 1412.) (4th hour from 4-hour courses move to Core 90.)	<b>3</b>	<b>3</b>
<b>Core 40 - Language, Philosophy and Culture (3 hours)</b> • ANTH 2351; ENGL 2321; ENGL 2326; ENGL 2331; ENGL 2341; ENGL 2343; HIST 2311; HIST 2323; HIST 2372; MCOM 1307; PHIL 1301; PHIL 2374; SPAN 2311; SPAN 2312 [or an equivalent course (second year or intermediate level) in a foreign language]; SPAN 2313; SPAN 2315; or SPAN 2371	<b>3</b>	
<b>Core 50 - Creative Arts (3 hours)</b> • ARTS 1301; ARTS 1303; ARTS 1304; DANC 2303; MUSI 1306; MUSI 1307; MUSI 1310; or THRE 1310	<b>3</b>	
<b>Core 60 - American History (6 hours)</b> • HIST 1301; HIST 1302; HIST 2301; HIST 2381; or HIST 2382	<b>3</b>	<b>3</b>

<b>Core 70 - Government / Political Science (6 hours)</b> <ul style="list-style-type: none"> <li>POSC 2305 and POSC 2306</li> </ul>	<b>3</b>	<b>3</b>
<b>Core 80 - Social and Behavioral Sciences (3 hours)</b> <ul style="list-style-type: none"> <li>See Major-Specific University Core Requirements below</li> </ul>		
<b>Core 90 - Component Area Option (6 hours or fewer; may depend on major requirements)</b> <ul style="list-style-type: none"> <li>AGRI 2300; BUSI 1301; BUSI 1304; CIDM 1105; CIDM 1301 or CIDM 1315; CS 1301; ECON 2331; EDUC 1300; ENGL 1101; ENGL 1102; ENGL 1302; ENGL 1312; ENGL 2311; HSCI 2300; IDS 1071 (1-3 hours); MUSI 1053 (1-2 hours); PHIL 2303; or SES 1120</li> </ul> (Cannot receive credit for both CIDM 1301 and CIDM 1315 for Core 90.) (ENGL 1101 and ENGL 1102 cannot count for English B.A. requirement.) (4th hours from 4-hour courses in Cores 20 and 30 may be used in this section.)	<b>3</b>	
<b>Marketing Major Requirements (81-82 hours)</b>		
***** C or better required in all courses in the Major Requirements *****		
<b>Major-Specific University Core Requirements (15 hours)</b>		
The following courses are required for their specific Core areas <u>instead of</u> the courses listed above in the general University Core Curriculum.		
<b>Core 10 - Communication (3 hours from ENGL options)</b> <ul style="list-style-type: none"> <li>ENGL 1301 - Introduction to Academic Writing and Argumentation or ENGL 1311 - Writing About Ideas</li> </ul>	<b>3</b>	
<b>Core 10 - Communication (3 hours from COMM options)</b> <ul style="list-style-type: none"> <li>COMM 1315 - Basic Speech Communication or COMM 1318 - Interpersonal Communication or COMM 1321 - Business and Professional Communication</li> </ul>	<b>3</b>	
<b>Core 20 - Mathematics (3 hours)</b> <ul style="list-style-type: none"> <li>MATH 1324 - Mathematics for Business and Economics I (or equivalent)</li> </ul>	<b>3</b>	
<b>Core 80 - Social and Behavioral Sciences (3 hours)</b> <ul style="list-style-type: none"> <li>ECON 2301 - Principles of Macroeconomics</li> </ul>	<b>3</b>	
<b>Core 90 - Component Area Option (3 of 6 hours)</b> <ul style="list-style-type: none"> <li>BUSI 1301 – Business Principles (Preferred)</li> <li>BUSI 1304 – Business Communication</li> <li>CIDM 1301 – Introduction to Information Science or CIDM 1315 – Programming Fundamentals</li> <li>ECON 2331 – Economics and Society or Other University Core 90 equivalent</li> </ul> Refer to the University Core Curriculum Requirements for all options. Students are encouraged to take one of the above courses.	<b>3</b>	
<b>B.B.A. Degree Requirements (39-40 hours)</b>		
A grade of "C" or better is required in all B.B.A. degree core courses.		
ACCT 2301 - Principles of Financial Accounting	<b>3</b>	
ACCT 2302 - Principles of Managerial Accounting	<b>3</b>	
BUSI 3312 - Business Law	<b>3</b>	
CIDM 2342 - Statistics for Business and Economics	<b>3</b>	
CIDM 3330 - Management Information Systems	<b>3</b>	
ECON 2301 - Principles of Macroeconomics (satisfies Core 80)		(taken in Core 80)
ECON 2302 - Principles of Microeconomics	<b>3</b>	

Advanced Economics Elective	<b>3</b>
FIN 3320 - Business Finance	<b>3</b>
MATH 1325 - Mathematics for Business and Economics II or MATH 2413 - Calculus I (or equivalent)	<b>3-4</b>
MGT 3330 - Principles of Management	<b>3</b>
MGT 4315 - Strategic Management and Policy	<b>3</b>
MKT 3340 - Principles of Marketing	<b>3</b>
<b>COB Communication Component - One course from:</b> ACCT 4373 - Accounting Communications BUSI 1304 - Business Communication BUSI 3301 - Business Professional and Leadership Development BUSI 3320 - Digital Communications and Collaboration BUSI 4333 - Cross-Cultural Issues in Business Communication BUSI 4350 - Current Issues in Management Communication BUSI 4375 - Healthcare Communication for the Business Environment BUSI 4380 - Conflict Resolution and Negotiation BUSI 4382 - Emerging Media Law CIDM 3320 - Digital Communications and Collaboration ECON 4370 - Economics of Health Care FIN 3350 - Personal Financial Planning FIN 4320 - Investments FIN 4321 - Portfolio Management MGT 3335 - Organizational Behavior MGT 4380 - Conflict Resolution and Negotiation MKT 3342 - Consumer Behavior	<b>3</b>
<b>Marketing Major Requirements (27 hours)</b>	
MKT 3342 - Consumer Behavior	<b>3</b>
MKT 3348 - Marketing Research	<b>3</b>
MKT 4340 - International Marketing	<b>3</b>
MKT 4348 - Marketing Strategy and Analytics	<b>3</b>
Advanced MKT elective	<b>3</b>
Advanced MKT elective	<b>3</b>
Advanced MKT elective	<b>3</b>
Advanced MKT elective	<b>3</b>
Advanced MKT elective	<b>3</b>
<b>Electives (est. 11-12 hours)</b>	
***** C or better required in all courses in the Major Subject *****	
Electives	<b>11-12</b>

**Total hours required to complete degree: 120 hours**

Depending on transfer credits and other substitutions/waivers, student may need to take additional electives as needed to total a minimum of 120 hours or the minimum total hours required for this degree, of which at least 36 must be advanced (3000/4000 level) and earned at WTAMU.

**Prerequisites**

Some courses may require prerequisites. See the University Catalog for more information.

**\*\* MATH 1332, 1342 and 1350**

While MATH 1332, 1342 and 1350 will fulfill core math requirements, they will NOT prepare students for higher-level math courses such as Plane Trigonometry (MATH 1316) or Pre-Calculus (MATH 2412).

**Advising Notes**

**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. In addition, this document is used as an advising resource. For official information, please refer to the University Catalog.