

WTAMU ADVISING SERVICES – 2025-2026 Curriculum Guide

Major: Marketing, B.B.A.

Major Code: 313

Year 1: Fall		Year 1: Spring	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 90 (Component Area Option) – See checklist for options	3
CORE 20 (Mathematics) – MATH 1324 or 1314	3	MATH 1325 or 2413	3-4
CORE 80 (Social & Behav.Sci) - ECON 2301 Principles of Macroeconomics	3	ECON 2302 Principles of Microeconomics	3
CORE 10 (Communication) – COMM 1315, 1318 or 1321	3	CORE 60 (American History) – See checklist for options	3
CORE 90 (Component Area Option) – Business Course ¹	3	CORE 50 (Creative Arts) – See checklist for options	3
Total:	15	Total:	15-16
Year 2: Fall		Year 2: Spring	
ACCT 2301 Principles of Financial Accounting	3	ACCT 2302 Principles of Managerial Accounting	3
CIDM 2342 Statistics for Business and Economics	3	MGT 3330 Principles of Management	3
CORE 40 (Lang., Phil. & Culture) – See checklist for options	3	MKT 3340 Principles of Marketing	3
CORE 60 (American History) – See checklist for options	3	CIDM 3330 Management Information Systems	3
CORE 30 (Lab Science) – See checklist for options	3	Core 30 (Lab Science) – See checklist for options	3
Total:	15	Total:	15
Year 3: Fall		Year 3: Spring	
FIN 3320 Business Finance	3	MKT 3348 Marketing Research (typically offered in spring)	3
MKT 3342 Consumer Behavior	3	Advanced Marketing Elective (3000- or 4000-level) MKT course	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	3	BUSI 3312 Business Law	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	3	Advanced Economics Elective (3000- or 4000-level) ECON course	3
CORE 70 (Govt/Political Science) – POSC 2305 or 2306	3	CORE 70 (Govt/Political Science) – POSC 2305 or 2306	3
Total:	15	Total:	15
Year 4: Fall		Year 4: Spring	
MKT 4340 International Marketing (typicall offered in fall)	3	MKT 4348 Marketing Strategy & Analytics	3
Advanced Marketing Elective (3000- or 4000-level) MKT course	3	Advanced Marketing Elective (3000- or 4000-level) MKT course	3
COB Communication Component – See checklist for options	3	MGT 4315 Strategic Management and Policy (must be a senior and have completed FIN 3320, MGT 3330, and MKT 3340)	3
Elective	3	Elective	3
Elective	3	Elective	3
Total:	15	Total:	15

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

<p style="text-align: center;">Identified Marketable Skills</p> <p style="text-align: center;">Strong quantitative skills Problem identification and solving skills Strong interpersonal skills that include: communication, listening, and leadership</p>	<p style="text-align: center;">Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p style="text-align: center;">Marketing and Advertising Firms Banking and Financial Industries 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.