

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2026-2027**

(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 (806) 651-2525**

CORE CURRICULUM COURSES: 42 HOURS		HRS
<b>Communication (Core 10)</b>		
See University Core Requirements below	(3)	
See University Core Requirements below	(3)	
<b>Mathematics (Core 20)</b>		
See University Core Requirements below	(3)	
<b>Life and Physical Sciences (Core 30)</b>		
<b>Take two courses from:</b> ANSC 1319; BIOL 1406 or 1308, 1407* or 1309*, 1411, 1413, 2401, 2402; 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 <sup>th</sup> hr. moves to Core 90		
	6	
<b>Language, Philosophy and Culture (Core 40)</b>		
ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312**/**, 2313*, 2315*, or 2371 <b>Choose 1</b>	3	
<b>Creative Arts (Core 50)</b>		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 <b>Choose 1</b>	3	
<b>American History (Core 60)</b>		
HIST 1301, 1302, 2301, 2381, 2382 <b>Choose 2</b>	6	
<b>Government/Political Science (Core 70)</b>		
POSC 2305 and 2306	6	
<b>Social and Behavioral Sciences (Core 80)</b>		
See University Core Requirements below	(3)	
<b>Component Area Option (Core 90)</b>		
<b>Take three hours from: •</b> AGRI 2300; BUSI 1301, 1304; CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; EDUC 1300; ENGL 1101, 1102, 1302*, 1312*, 2311*; HNSR 2171; HSCI 2300; IDS 1071 (1-3 hours); MUSI 1053 (1-2 hours); PHIL 2303; SES 1120		
	3	
Also, extra 4 <sup>th</sup> -hour credits from Core 20 and Core 30 (MATH, BIOL, CHEM, ENVR, GEOL, PHYS)		
<b>MARKETING REQUIREMENTS: 81-82 HOURS</b> <b>NOTE: A grade of "C" or better must be earned in all courses required for major.</b>		
<b>UNIVERSITY CORE REQUIREMENTS: 15 HOURS</b>		
<b>CORE 10</b> ENGL 1301 Intro. to Academic Writing & Argumentation OR ENGL 1311 Writing About Ideas		
	3	
<b>CORE 10</b> COMM 1315, 1318, or 1321		
	3	
<b>CORE 20</b> <b>MATH 1324*</b> Math for Business & Economics I (preferred) OR MATH 1314* College Algebra		
	3	
<b>CORE 80</b> ECON 2301 Principles of Macroeconomics		
	3	
<b>CORE 90*</b> <b>BUSI 1301</b> (preferred), BUSI 1304, CIDM 1301 (or CIDM 1315), ECON 2331, or University Core 90 Equivalent		
	3	
<b>BBA CORE REQUIREMENTS: 39-40 HOURS</b>		
ACCT 2301 Principles of Financial Accounting	3	
ACCT 2302* Principles of Managerial Accounting	3	
BUSI 3312 Business Law	3	
CIDM 2342* Statistics for Business and Economics	3	
CIDM 3330* Management Information Systems	3	

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

ECON 2302 Principles of Microeconomics	3	
ADVANCED ECONOMICS ELECTIVE*	3	
FIN 3320* Business Finance	3	
MATH 1325* Math for Business and Economics II OR MATH 2413* Calculus I OR BUSI 2325* Quantitative Methods for Bus. Decision Making	3-4	
MGT 3330 Principles of Management	3	
MGT 4315* Strategic Management and Policy	3	
MKT 3340 Principles of Marketing	3	
<b>College of Business communication component</b> Take one course from: ACCT 4373* Accounting Communications BUSI 1304 Business Communication BUSI 3301 Business Professional and Leadership Dev. BUSI/CIDM 3320 Digital Communications and Collaboration BUSI 4333 Cross-Cultural Issues in Business Comm. BUSI 4350 Current Issues in Mgt. Communication BUSI 4375 Healthcare Comm. for the Bus. Environment BUSI/MGT 4380 Conflict Resolution and Negotiation BUSI 4382 Emerging Media Law ECON 4370* Economics of Healthcare FIN 3350* Personal Financial Planning FIN 4320* Investments FIN 4321* Portfolio Management MGT 3335* Organizational Behavior MKT 3342 Consumer Behavior		
	3	
<b>MARKETING MAJOR REQUIREMENTS: 27 HOURS</b>		
MKT 3342 Consumer Behavior	3	
MKT 3348* Marketing Research	3	
MKT 4340* International Marketing	3	
MKT 4348* Marketing Strategy and Analytics	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
<b>ELECTIVES: 11-12 HOURS BY ADVISEMENT</b>		
ELECTIVES (ANY LEVEL)		
		11-12
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

• **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 – 2026-2027 Curriculum Guide**

**Major: Marketing, B.B.A.**

**BBA.MKT (313)**

<b>Year 1: Fall</b>		<b>Year 1: Spring</b>	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 50 (Creative Arts) – See checklist for options <sup>1</sup>	3
CORE 10 (Communication) – COMM 1315, 1318 or 1321	3	CORE 60 (American History) – See checklist for options <sup>1</sup>	3
CORE 20 (Mathematics) – MATH 1324 or 1314	3	CORE 90 (Comp. Area Opt.) – See checklist for options <sup>1</sup>	3
CORE 80 (Soc/Behav. Sci.) – ECON 2301 Princ. of Macro.	3	MATH 1325, MATH 2413, or BUSI 2325	3-4
CORE 90 (Comp. Area Opt.) – Business Course <sup>2</sup>	3	ECON 2302 Principles of Microeconomics	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15-16</b>
<b>Year 2: Fall</b>		<b>Year 2: Spring</b>	
CORE 30 (Life & Phys. Sci.) – See checklist for options <sup>1</sup>	3	CORE 30 (Life & Phys. Sci.) – See checklist for options <sup>1</sup>	3
CORE 40 (Lang, Phil. & Cult.) – See checklist for options <sup>1</sup>	3	ACCT 2302 Principles of Managerial Accounting	3
CORE 60 (American History) – See checklist for options <sup>1</sup>	3	CIDM 3330 Management Information Systems	3
ACCT 2301 Principles of Financial Accounting	3	MGT 3330 Principles of Management	3
CIDM 2342 Statistics for Business and Economics	3	MKT 3340 Principles of Marketing	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
CORE 70 (Govt./Political Sci.) – POSC 2305	3	CORE 70 (Govt./Political Sci.) – POSC 2306	3
FIN 3320 Business Finance	3	BUSI 3312 Business Law	3
MKT 3342 Consumer Behavior	3	Advanced ECON Elective (3000/4000 level)	3
Advanced MKT Elective (3000/4000 level)	3	MKT 3348 Marketing Research (typically offered spring)	3
Advanced MKT Elective (3000/4000 level)	3	Advanced MKT Elective (3000/4000 level)	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 4: Fall</b>		<b>Year 4: Spring</b>	
COB Communication Comp. – See checklist for options	3	MGT 4315 Strategic Management & Policy <sup>3</sup>	3
MKT 4340 International Marketing (typically offered fall)	3	MKT 4348 Marketing Strategy & Analytics	3
Advanced MKT Elective (3000/4000 level)	3	Advanced MKT Elective (3000/4000 level)	3
Elective	3	Elective	3
Elective	3	Elective	2-3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>14-15</b>

<sup>1</sup> **CORE:** Apart from the major-specific core requirement, there is no set order in which core courses must be taken.

<sup>2</sup> **CORE 90 Business Course:** BUSI 1301, 1304; CIDM 1301 or 1315; ECON 2331; or University Core 90 equivalent.

<sup>3</sup> **MGT 4315:** Must be a senior and have completed FIN 3320, MGT 3330, and MKT 3340.

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