

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2022-2023**

(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	FPC
<b>Communication (Core 10)</b>		
See University Core Requirements below	(6)	
<b>Mathematics (Core 20)</b>		
See University Core Requirements below	(3)	
<b>Life and Physical Sciences (Core 30)</b>		
<b>Take two courses from (extra lab hours move to Core 90): ♦</b> ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 1471, 2425*, 2426*; PSES 1301, 1307	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 or 2381, 1302 or 2382, 2301 <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>Institutionally Designated Option (Core 90)</b>		
<b>Take three hours from: ♦</b> AGRI 2300; BIOL lab hours (from Core 30); BUSI 1301, 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120	3	
<b>MARKETING REQUIREMENTS: 81-82 HOURS</b> A grade of "C" or better must be earned in all courses required for major.		
<b>UNIVERSITY CORE REQUIREMENTS: 18 HOURS</b>		
<b>CORE 10</b> ENGL 1301 Intro. to Academic Writing & Argumentation OR FPC ENGL 1311 Writing About Ideas	3	
<b>CORE 10</b> COMM 1315, 1318, or 1321 FPC	3	
<b>CORE 20</b> MATH 1324* Math for Business and Economics I (preferred) MATH 1314* College Algebra FPC	3	
<b>CORE 80</b> ECON 2301 Principles of Macroeconomics FPC	3	
<b>CORE 90**</b> BUSI 1304, CIDM 1301 or 1315, or ECON 2331 or University Core 90 equivalent FPC	3	
<b>BBA CORE REQUIREMENTS: 39-40 HOURS</b>		
ACCT 2301 Principles of Financial Accounting FPC	3	
ACCT 2302* Principles of Managerial Accounting FPC	3	
MATH 1325* Math for Business and Economics II OR MATH 2413* Calculus I FPC	3-4	
CIDM 2342* Statistics for Business and Economics FPC	3	
CIDM 3330* Management Information Systems	3	
ECON 2302 Principles of Microeconomics FPC	3	
ADVANCED ECONOMICS ELECTIVE*	3	
FIN 3320* Business Finance	3	

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

BUSI 3312* Business Law FPC	3	
MGT 3330 Principles of Management	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 FPC		
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		3
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		
MGT 4315* Strategic Management and Policy	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	3	
ADVANCED MARKETING ELECTIVE OR FIN 4350 Sales Management of Financial Services	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
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ADVANCED MARKETING ELECTIVE	3	
<b>ELECTIVES: 11-12 HOURS</b>		
ELECTIVES	11-12	
<b>TOTAL HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

♦ NOTE: 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.  
 ♦♦ 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: 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.

**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  
2022-2023 Curriculum Guide**

Major: Marketing (B.B.A.)

Major Code: 313

First Year	
Fall	Spring
Semester Hours	Semester Hours

Second Year	
Fall	Spring
Semester Hours	Semester Hours

Third Year	
Fall	Spring
Semester Hours	Semester Hours

Fourth Year	
Fall	Spring
Semester Hours	Semester Hours

**Degree Total Hours 120**

**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.

<p><b>Identified Marketable Skills:</b></p>
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<p><b>Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities</b></p>
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<p><b>Prerequisites/Important Sequences/Other degree Notes:</b></p>
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