

West Texas A&M University
Advising Services
Degree Checklist
2012-2013

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

NAME: _____ WT ID: _____ DATE: _____

Marketing (see note below)
Department of Management, Marketing and General
Business – CC 212 651-2500

CORE CURRICULUM COURSES: 42 HOURS +			
Specific course(s) required for this major are listed in the next section.			HRS
Communication (10)			
ENGL 1301 (ENG 101); 1302* (ENG 102) or 2311* (ENG 270)	PB	6	
Communication (11)			
See University Core Requirements below		(3)	
Mathematics (20)			
See University Core Requirements below		(3)	
Natural Sciences (30)			
Take two courses from:			
PSES 1301 (216), 1307 (112); ANSC 1319 (121); BIOL 1406 (101) or 1408, 1407* (102) or 1409*, 1411 (122), 1413 (121); CHEM 1405* (121), 1411* (101), 1412* (102); GEOL 1401 (GESC 111) or 1403 (GEOL 101), 1402 (GESC 112), 1404 (GEOL 102); PHYS 1401* (101), 1402* (102), 1411, 1412, 2425* (210), 2426* (211)			
Humanities (40-41)			
ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311 (110), 2323, 2372 (210); MCOM 1307 (MC 107); PHIL 1301 (101), 2374 (204); SPAN 2312**/207 or SPAN 2315**/207		3	Choose 1
Visual and Performing Arts (50)			
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); DANC 2303; MUSI 1306 (MUS 101) or 1208 and 1209*; or THRE 1310 (105)		3	Choose 1
Social and Behavioral Sciences (60)			
HIST 1301 (201) or 1303; 1302 (202) or 1304; 2301; 2381		6	Choose 2
Social and Behavioral Sciences (70)			
POSC 2305 (101) or 2370; 2306 (102)		6	
Social and Behavioral Sciences (80)			
See University Core Requirements below		(3)	
Institutionally Designated Option (90)			
ANSC 2370; CIDM 1105, 1301 (CIS, IDM 1301), 1315 (CIS, IDM 1315), 2345; CS 1301; IDS 1071; PHIL 2303 (203)	PB	1-3	Choose 1
MARKETING MAJOR REQUIREMENTS: 75-76 HOURS			
A grade of "C" or better must be earned in all courses required for major.			
UNIVERSITY CORE REQUIREMENTS: 9 HOURS			
CORE 11			
COMM 1315 (SCOM 101, 1315) or 1321*** (SCOM 201, 1321)	PB	3	
CORE 20			
MATH 1324* (115) Math for Business and Economics I		3	
CORE 80			
ECON 2301 (ECO 201) Principles of Macroeconomics	PB	3	
BBA CORE REQUIREMENTS: 39-40 HOURS			
ACCT 2301 (ACC 231) Principles of Accounting I	PB	3	
ACCT 2302* (ACC 232) Principles of Accounting II		3	
BUSI 3312* (GBUS 312) Business Law		3	
CIDM 2342* (QBA 250, 2342; IDM 2342) Statistics for Business and Economics		3	
CIDM 3330* (CIS 330, 3330; IDM 3330) Management Information Systems		3	
ECON 2302 (ECO 202) Principles of Microeconomics	PB	3	
ADVANCED ECONOMICS ELECTIVE		3	
FIN 3320* (320) Business Finance		3	
MATH 1325* (116) Math for Business & Economics II OR MATH 2413* (240) Calculus I (or equivalent)	PB		

Bachelor of Business Administration Degree
BBA.MKT (313)

MGT 3330 (330) Principles of Management	3	
MKT 3340 (340) Principles of Marketing	3	
MGT 4315* (415) Strategic Management and Policy (OL)	3	
College of Business Writing Component		
Take one course from:		
BUSI 1304* (GBUS 215) Business Communication	3	
BUSI/MGT 4380 (NEW) Conflict Resolution and Negotiation		
CIDM 3320 (CIS, IDM 2310) Digital Communications and Collaborations		
ECON 4342* (ECO 442) Economic Development		
FIN 3350* (350) Personal Financial Planning		
FIN 4320* (420) Investments		
FIN 4321* (421) Portfolio Management		
MGT 3335* (335) Organizational Behavior		
MARKETING MAJOR REQUIREMENTS: 27 HOURS		
MKT 3342* (342) Consumer Behavior	3	
MKT 3348* (348) Marketing Research	3	
MKT 4340* (440) International Marketing	3	
MKT 4342* (442) Principles of Advertising	3	
MKT 4346* (446) Sales Management	3	
MKT 4348* (448) Marketing Strategy	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ADVANCED MARKETING ELECTIVE	3	
ELECTIVES: 9-14 HOURS		
ELECTIVE	3	
ELECTIVE	3	
ELECTIVE	3	
ELECTIVE	0-5	
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	120	

To gain admittance to the College of Business, students must successfully complete pre-business core courses with a grade of "C" or higher. Students seeking admission that have completed 48 or more credit hours in a different major or as a transfer student may be admitted to the business program with approval by dean or department head. (See [catalog](#) or [Pre-Business checklist](#) for more details.)

A minimum of 42 hours from the core curriculum is required. Some majors specify particular courses to meet core-curriculum requirements when options are available. Ideally, these courses should be taken during the first two years of enrollment.

* Prerequisites—see catalog for more information.

PB Pre-business requirement. Requirements are: ACCT 2301, ECON 2301, ECON 2302, MATH 1325 or MATH 2413 (or equivalent), CIDM 1315 (or Core 90 equivalent), ENGL 1301, and ENGL 1302 or COMM 1321 (or equivalent).

** Or an equivalent course (second year, second semester) in French or German.

*** Preferred.

NOTE: At least 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. A maximum of six semester hours in religion and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

Note: This is NOT a degree plan. Before completion of 60 hours, students are allowed and encouraged to request an official degree plan in the office of the dean of the College of Business, located in the Classroom Center, Room 216 (or call 651-2526). After completing 60 hours, students will not be allowed to progress without requesting a degree plan.