

ACCELERATED B.B.A. IN MARKETING/M.B.A. (MARKETING)

Web Site: <https://twu.edu/management-marketing/undergraduate-programs/bba-in-marketing/>

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: CIP Code: 52.1401.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
Total SCHs		42

Courses Required for Major

Code	Title	SCHs
Business		
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy (taken in final semester)	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
Major		
MKT 4093	Principles of Selling	3
MKT 4113	Marketing Research	3
MKT 4133	Promotion Strategy	3
MKT 4313	Business-to-Business Marketing	3
MKT 4353	International Marketing	3

MKT 4553	Advanced Marketing (taken in final semester)	3
Graduate Coursework		
MKT 5133	Marketing Management	3
MKT 5213	Consumer Behavior	3
MKT 5413	Marketing Analytics	3
MKT 5313	Digital Marketing	3

Total SCHs 63

Departmental Requirements

Code	Title	SCHs
ECO 1013	Principles of Microeconomics (may be applied from core)	3
ECO 1023	Principles of Macroeconomics (may be applied from core)	3
FIN 2153	Foundations of Money Management (may be applied from core)	3
MATH 1703	Elementary Statistics I (may be applied from core)	3
MATH 2203	Business Analysis I (may be applied from core)	3

Total SCHs 15

Electives

Students may have up to 6 SCH of electives if they utilize Departmental Requirements to fulfill Core Requirements. Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.