

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

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

Recommended Plan of Study

First Year

Fall		TCCN	SCHs
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
MATH 1703	Elementary Statistics I	MATH 1342	3
ECO 1013	Principles of Microeconomics	ECON 2302	3
Life & Physical Science Core			3
SCHs			16

Spring		TCCN	SCHs
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Wellness CAO Core			2
Life & Physical Science Core			3
ECO 1023	Principles of Macroeconomics	ECON 2301	3
SCHs			14

Second Year

Fall		TCCN	SCHs
POLS 2013	U.S. National Government	GOVT 2305	3
Language/Philosophy/Culture Core			3
Multicultural Women's Studies CAO Core			3
MATH 2203	Business Analysis I	MATH 1324	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
SCHs			15

Spring		TCCN	SCHs
POLS 2023	Texas Government	GOVT 2306	3
Creative Arts Core			3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
FIN 2153	Foundations of Money Management	BUSI 1307	3
Non-Business Elective			3
SCHs			15

Third Year

Fall		TCCN	SCHs
BUS 3163	Business Communications		3
FIN 3053	Business Finance		3
MGT 3003	Principles of Management		3
MGT 3313	Business Analytics		3
MKT 3113	Principles of Marketing		3
SCHs			15

Spring		TCCN	SCHs
BUS 3013	Business Law and Ethics		3
MGT 3533	Management Information Systems		3
MKT 4093	Principles of Selling		3
MKT 4313	Business-to-Business Marketing		3
MKT 4113	Marketing Research		3
SCHs			15

Fourth Year

Fall		TCCN	SCHs
MGT 4563	Operations Management		3
MKT 4353	International Marketing		3
MKT 5133	Marketing Management		3
MKT 5213	Consumer Behavior		3
MKT 4133	Promotion Strategy		3
SCHs			15

Spring		TCCN	SCHs
MGT 4333	Business Policy		3
MKT 4553	Advanced Marketing		3
Non-Business Elective			3
MKT 5413	Marketing Analytics		3
MKT 5313	Digital Marketing		3
SCHs			15

Total SCHs: 120

Electives

Advanced Business Electives are Business &/or Economics courses at the 3000 or 4000 level.