BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Web Site: https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-marketing/

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: MARKETING.BBA **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 4213	Consumer Behavior	3
MKT 4313	Business-to-Business Marketing	3
MKT 4353	International Marketing	3
MKT 4393	Marketing Analytics	3
MKT 4553	Advanced Marketing (taken in final semester)	3
Advanced Business Electives		6
Total SCHs		**63**

Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.

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**