

College Document # COBA UCC Document # 49 Date Received by UCC _____

CATALOG YEAR 2006-2008 (Please use separate form for each add/change)

COLLEGE/SCHOO	DL:	COBA – Editorial Changes				
Current Catalog Pag	ge(s) Affected					
Course: (check all that apply)		Delete: Number Title SCH Description Prerequisite				
-	applicable. If it	mber, Title, SCH Value, Description, prerequisite, and n current catalog, copy and paste the text from the on-line l.				
_	ear plan. If in c	nge: Attach new/changed Program of Study current catalog, copy and paste the text from the on-line l.				
		Change: Attach new/changed minor. e the text from the <u>on-line catalog</u> and indicate changes in red				
•		te: Change: Attach new/changed faculty entry e the text from the on-line catalog and indicate changes in red				
_	d information.	Add information: Change information: If in current catalog, copy and paste the text from the on-line l.				

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN MARKETING

Following is **one** suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment. Students are responsible for reviewing the **Program of Study Requirements**.

^{*}See the University Core Curriculum Requirements in Appendix A for approved list of course options.

FALL		HOURS	SPRING			HOURS	
FRESHMAN YEAR			FRESHMAN YEAR				
ENGL	1301	English Composition I	3	ENGL	1302	English Composition II	3
HIST	1301	<u>U.S. to 1877</u>	3	HIST	1302	<u>U.S. since 1877</u>	3
MAT H	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3	SPCH	1311	Fundamentals of Speech	3
		Natural Science*	4			Natural Science*	4
		Activity or Wellness*	1	EDFS		Activity Based	1
Total			17				17
SOPHOMORE YEAR			SOPHOMORE YEAR				
ENGL		Survey of Literature*	3	ECO	2302	Prins of Microeconomics	3
ECO	2301	Prins of Macroeconomics	3	ACC	2302	Intro to Managerial Acc	3
ACC	2301	Intro to Fin Acc	3	PSCI	2306	American State Government	3
DS	2310	Business Statistics I	3	MIS	3310	Management Info Systems	3
PSCI	2305	American National Govt U.S. Government	3			General Elective ¹	3
Total			15				15
JUNIOR YEAR			JUNIOR YEAR				
BA	3301	Prof Written Comm	3	FIN	3310	Introduction to Finance	3
BA	3310	Legal Environ Business	3	MKT	3330	Advertising&Promotion	3
MKT	3310	Principles of Marketing	3	MGT	3310	Principles of Mgt&Org Beh	3
ECO	3320	Managerial Economics	3	POM	3310	Prod Operations Mgmt	3
BA	3320	International Business	3			Advanced Business Elec	3
Total			15				15
SENIOR YEAR			SENIOR YEAR				
MKT	3320	Buyer Behavior	3	MKT	4390	Marketing Probs&Pols	3

Total			12				15
						General Elective ¹	3
		Advanced Business Elec	3			Advanced Business Elec	3
MKT	4320	Marketing Research	3	MKT	4330	Marketing management	3
TIL	3340	Mgmt	3	MKT	4310	International Marketing	3

TOTAL SEMESTER CREDIT HOURS: 121

http://www.tamiu.edu/catalog/current/bba-mkt.shtml

 $^{^{1}} Select\ from\ ANTH/GEOG/GENU/HIST/PHIL/PSYC/SOCI/MATH/SPCH/SCIENCE$