

MANAGEMENT, MARKETING, AND ADMINISTRATIVE SYSTEMS

THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING

Semester Hours
University General Education Requirements 42
See page 79 for additional information about the Tarleton State University general education requirements.
Course descriptions begin on page 281.

Courses Required for Major	
MKTG 314 , MKTG 316 , MKTG 415 , MKTG 416	12
From, MKTG 312 , MKTG 315 , MKTG 317 , MKTG 318 , MKTG 401 , MKTG 402 , MKTG 412 , MKTG 454 , MKTG 479 , MKTG 484 , MKTG 485 , MKTG 486 , MKTG 489 , MKTG 490	12
GB 103 , GB 311 , GB 432 , GB 444 , GB 459	15
GB 433 or MGMT 450 or CIS 450 or ACC 450	3
ACC 203 , ACC 204 , FIN 301	9
ACC 301 or CIS 301	3
MGMT 301 , ECO 201 , ECO 202	9
ENGL 309 or GB 312	3
SOC 201 ¹ or PSY 101 ¹	3
Electives	9

¹ A student who counts this course toward university general education requirements must complete an additional 3 hours of electives.