

Texas A&M University-Central Texas

Name \_\_\_\_\_ SSN \_\_\_\_\_ Date \_\_\_\_\_

**Bachelor of Business Administration in Marketing (2009-2010)**

General Education Requirement	Course Number (w/TCCNS equivalent)	Institution	Complete
Communications (010) 6 hours	ENGL 111 (ENGL 1301) Composition I		
	ENGL 112 (ENGL 1302) Composition II		
U. S. History (060) 6 hours	HIST 201 (HIST 1301) U.S. History through 1877		
	HIST 202 (HIST 1302) U.S. History Since Reconstruction		
Political Science (070) 6 hours	POLS 201 (GOVT 2302) American National Government		
	POLS 202 (GOVT 2301) Texas Government		
Speech (011) 3 hours	COMS 101 (SPCH 1311) Fundamentals of Speech		
	COMS 102 (SPCH 1315) Public Speaking		
	COMS 301 (SPCH 1321) Business & Professional Speaking		
Humanities (040) 3 hours	Literature course in English or PHIL 101 (1301) Intro to Philosophy		
Natural Science (030) 7 hours	CHEMISTRY, BIOLOGY, GEOLOGY, & PHYSICS		
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Mathematics (020) 3 hours	MATH 107 (Math 1314) College Algebra		
Social/Behavioral Science (080) 3 hours	See TAMU-CT General Education Requirements below <sup>1</sup>		
Visual/Performing Arts (050) 3 hours	See TAMU-CT General Education Requirements below <sup>1</sup>		
Wellness (090) 2 hours	HLTH 101 (PHED 1304) or 2 hours of activity P.E.		

Major Requirements	Hours	School	Complete
<b>ACC 203 (2301) Intro to Financial Accounting or ACC 300</b>	3		
<b>ACC 204 (2302) Intro to Managerial Accounting or ACC 308</b>	3		
<b>ECO 201 (2301) Principles of Economics: Macro or ECO 301</b>	3		
<b>ECO 202 (2302) Principles of Economics: Micro or ECO 302</b>	3		
FIN 301 Principles of Financial Management	3		
<b>G B 103 (BUSI 1301) Business and Society</b>	3		
G B 311 Business Statistics	3		
G B 432 Business Law I	3		
G B 444 International Business	3		
G B 459 Business Strategy	3		
MGMT 301 Principles of Management	3		
MKTG 314 Marketing	3		
MKTG 316 Consumer Behavior	3		
MKTG 415 Marketing Research	3		
MKTG 416 Marketing Management	3		
ENGL 309 Technical Writing or G B 312 Business Correspondence	3		
ACC 301 or CIS 301 Microcomputer Applications in Accounting & Finance	3		
<b>SOC 201 (1301) Intro to Sociology or PSY 101 (2301) General Psychology</b>	3		
G B 433 Business Law II, MGMT 450, CIS 450 or ACC 450 Management Information Systems	3		
MKTG 312 Public Relations, MKTG 315 Personal Selling, MKTG 317 Retailing, MKTG 318 Promotional Strategy, MKTG 401 Advertising, MKTG 402 Services Marketing, MKTG 412 Sales Management, MKTG 454 International Marketing, MKTG 479 The Technology of E-Business, MKTG 484 Internship, MKTG 486 Problems	12		
Electives	9		

Total hours: 120

**\*\*Please note that courses in bold are lower level courses that must be taken at one of our two-step transfer colleges (Central Texas College, Temple College) or at another university.\*\***

<sup>1</sup>Select from the appropriate section of the General Education Course List in the 09-10 catalog.