



BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE IN MARKETING

TARLETON STATE UNIVERSITY
DEPARTMENT OF MANAGEMENT, MARKETING AND ADMINISTRATIVE SYSTEMS (MMAS)
RECOMMENDED CURRICULUM (Updated AY 2012)

GENERAL EDUCATION REQUIREMENTS

TSU REQUIRED	HOURS	ACCEPTABLE TRANSFER EQUIVALENTS
ENGL 111, 112	6	ENGL 1301, 1302
COMS 101, 102, 301	3	SPCH 1315, 1318, 1321
MATH 107 OR ABOVE	3	MATH 1314 OR ABOVE
7 HOURS LAB SCIENCE	7	BIOLOGY, GEOLOGY, CHEMISTRY, PHYSICS
VISUAL AND PERFORMING ARTS (SEE CATALOG FOR LISTING)	3	ART 1301, 1303, 1304 MUSI 1306, DRAM 1310
LITERATURE OR PHIL 101	3	ANY LITERATURE COURSE (ENGLISH DEPARTMENT) OR PHIL 1301
HIST 201, 202	6	HIST 1301, 1302
POLS 201, 202	6	GOVT 2302 OR 2305 = POLS 201 GOVT 2301 OR 2306 = POLS 202
SOCIAL AND BEHAVIORAL SCIENCES (PSY 101 or SOC 201)*	3	PSYC 2301* OR SOCI 1301*
WELLNESS (HLTH 101 or 2 HOURS ACTIVITY PE)	2	PHED 1338 OR 2 HOURS ACTIVITY PE

*REQUIRED COURSE FOR DEGREE - MEETS SBS REQUIREMENT

COBA CORE BUSINESS REQUIREMENTS

ACC 203, 204	6/8	ACCT 2301 OR 2401 = ACC 203 ACCT 2302 OR 2402 = ACC 204
ECO 201	3	ECON 2301
ECO 202	3	ECON 2302
MGMT 301	3	
MKTG 314	3	
G B 311	3	
G B 432	3	
G B 433 OR MGMT/CIS/ACC 450	3	
G B 444	3	
G B 459	3	
CIS/ACC 301	3	
FIN 301	3	

DEGREE SPECIFIC COURSE REQUIREMENTS

G B 103	BUSINESS AND SOCIETY (BUSI 1301)
G B 312 (OR ENGL 309)	BUSINESS CORRESPONDENCE (OR TECHNICAL WRITING)
MKTG 316	CONSUMER BEHAVIOR
MKTG 415	MARKETING RESEARCH
MKTG 416	MARKETING MANAGEMENT
12 HOURS MARKETING ELECTIVE*	FROM APPROVED LISTING OF MKTG COURSES
ELECTIVES***	12 HOURS (LL OR UL)

**SEE CATALOG FOR COMPLETE LISTING OF DESIGNATED COURSES; ENCOURAGED TO TAKE MKTG 414

***MUST INCLUDE PSY 101 OR SOC 201 IF NOT TAKEN FOR SBS ELECTIVE IN GENERAL EDUCATION REQUIREMENT AND SUFFICIENT ADVANCED ELECTIVES TO MEET THE 45 ADVANCED HOUR REQUIREMENT

TOTAL HOURS REQUIRED FOR BBA IN MARKETING DEGREE PROGRAM

GENERAL EDUCATIONS REQUIREMENTS	42 HOURS
COBA CORE REQUIREMENTS	39 HOURS
DEGREE SPECIFIC REQUIREMENTS	39 HOURS
TOTAL HOURS	120 HOURS