



**TARLETON STATE UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT, MARKETING AND ADMINISTRATIVE SYSTEMS (MMAS)**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE IN**  
**MARKETING**  
**(120 HOUR PROGRAM – FALL 2008 UPDATE)**

**GENERAL EDUCATION REQUIREMENTS**

| <b>TSU REQUIRED</b>                                     | <b>HOURS</b> | <b>ACCEPTABLE TRANSFER EQUIVALENTS</b>                       |
|---|--------------|--|
| 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<br>(SEE CATALOG FOR LISTING) | 3            | ART 1301, 1303, 1304<br>MUSI 1306, DRAM 1310                 |
| SOPH LITERATURE   | 3            | ANY 2000 LEVEL LITERATURE COURSE<br>(ENGLISH DEPARTMENT)     |
| HIST 201, 202   | 6            | HIST 1301, 1302  |
| POLS 201, 202   | 6            | GOVT 2302 OR 2305 = POLS 201<br>GOVT 2301 OR 2306 = POLS 202 |
| SOCIAL AND BEHAVIORAL<br>SCIENCES (PSY 101 or SOC 201)* | 3            | PSYC 2301* OR SOCI 1301*                                     |
| WELLNESS (HLTH 101 or 2 HOURS<br>ACTIVITY PE)           | 2            | PHED 1373 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<br>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 APPRVED LISTING OF MKTG COURSES         |
| ELECTIVES***                 | 12 HOURS (LL OR UL)                          |

\*\*SEE CATALOG FOR COMPLETE LISTING OF DESIGNATED COURSES

\*\*\*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**

|  |                        |
|--|------------------------|
| <b>GENERAL EDUCATIONS REQUIREMENTS</b> | <b>42 HOURS</b>        |
| <b>COBA CORE REQUIREMENTS</b>          | <b>39 HOURS</b>        |
| <b>DEGREE SPECIFIC REQUIREMENTS</b>    | <b><u>39 HOURS</u></b> |
| <b>TOTAL HOURS</b>                     | <b>120 HOURS</b>       |