



C. T. Bauer College of Business

Bachelor of Business Administration - Marketing

Four-Year Academic Map – 2014-2015

Year 1	Semester 1			Semester 2			Total
	ENGL 1303	First Year Writing I	3	ENGL 1304	First Year Writing II	3	
	PSYC 1300 or SOC 1300	Introduction to Psychology or Introduction to Sociology	3	GENB 3302	Connecting Bauer to Business	3	
	MATH 1314*	Calculus for Business & Life Sciences	3	ACCT 2331	Accounting Principles 1 - Financial	3	
	HIST 1377	The United States to 1877	3	MATH 1313*	Finite Mathematics with Applications	3	
	MIS 3300	Intro to Computers and MIS	3	ECON 2305	Macroeconomic Principles	3	
	Semester Hours			15	Semester Hours		15
						30	

Year 2	Semester 1			Semester 2			Total
	ECON 2304	Microeconomic Principles	3	CORE	Life & Physical Science	3	
	ACCT 2332	Accounting Principles 2 -Managerial	3	POLS 1336	US & Texas Constitutions & Politics	3	
	STAT 3331	Statistical Analysis for Bus Apps I	3	FINA 3332	Principles of Financial Management	3	
	HIST 1378	The United States Since 1877	3	MARK 3336	Elements of Marketing Admin	3	
	CORE	Life & Physical Science	3	MARK 3337**	Professional Selling	3	
	Semester Hours			15	Semester Hours		15
						30	

Year 3	Semester 1			Semester 2			Total
	POLS 1337	U.S. Government	3	CORE	Language, Philosophy & Culture	3	
	INTB 3354	Introduction to Global Business	3	INTB 3355	Global Environment of Business	3	
	SCM 3301	Service & Manufacturing Operations	3	MARK Elec	3000-4000 level marketing course	3	
	MARK 3339	Marketing Strategy & Planning	3	MARK Elec	3000-4000 level marketing course	3	
	MANA 3335	Intro to Org Behavior & Management	3	Adv Bus Elec	3000-4000 level business course	3	
	Semester Hours			15	Semester Hours		15
						30	

Year 4	Semester 1			Semester 2			Total
	CORE	Creative Arts	3	GENB 4350	Business Law and Ethics	3	
	MARK Elec	3000-4000 level marketing course	3	MARK Elec	3000-4000 level marketing course	3	
	MARK Elec	3000-4000 level marketing course	3	Advd Elec	3000-4000 level course	3	
	Adv Bus Elec	3000-4000 level business course	3	Advd Elec	3000-4000 level course	3	
	Gen Elec	1000-4000 level course	3	Gen Elec	1000-4000 level course	3	
	Semester Hours			15	Semester Hours		15
						30	

Students should meet with their academic advisor to formulate their own plan, with special requirements for Honors College students, or students pursuing the Program for Excellence in Selling.

***Pending approval.**

****Students who take COMM 3356 (or approved transfer course--SPCH 1321 or 1315) to meet the business speech requirement must take MARK 3337 as one of their MARK elective courses.**

