Marketing-Bachelor of Business Administration
Sam Houston State University

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Communication (6 hrs)

- ENGL 1301 Composition I
- ENGL 1302 Composition II

Mathematics (3 hrs)

- MATH 1324 Math for Managerial Decision Making

Natural Science (8 hrs)

Choose two courses with labs

- BIOL 1309/1108 Contemporary Biology
- CHEM 1306/1105 Inorganic & Environmental Chemistry
- CHEM 1311/1111 General Chemistry I
- CHEM 1312/1112 General Chemistry II
- CHEM 1307/1107 Introduction to Organic & Biochemistry/Lab
- GEOL 1303/1103 Physical Geology
- GEOL 1304/1104 Historical Geology
- GEOL 1301/1101 Weather & Climate

(Choice required through SHSU)

- PHYS 1301/1101 General Physics I
- PHYS 1302/1102 General Physics II

Humanities (3 hrs)

- ENGL 2331 Readings in Literature of Western World
- ENGL 2342 Readings in Literary Genres
- PHIL 2361 Introduction to Philosophy
- PHIL 2306 Contemporary Moral Issues

Visual & Performing Arts (3 hrs)

- AGRI 2399 Floral Design
- ARTS 1301 Introduction to Visual Arts
- ARTS 1303 Survey I: Art History
- ARTS 1311 Basic Design I
- ARTS 1316 Drawing
- DANC 1372 Dance as Art
- DANC 1301 Rhythmic Structure of Movement

Foundation Knowledge for Business
Business Core Courses (48 hrs)

- ACCT 2301 Principles of Accounting
- ACCT 2302 Principles of Accounting
- BUSI 2372 Business Analysis
- ECON 2302 Microeconomics
- ECON 2301 Macroeconomics
- BUAD 2301 Business Legal Environment
- BANA 3363 Intermediate Business Analysis
- BUAD 3335 Business Communications
- ECON 3357 Intermediate Microeconomics
- ECON 4357 Managerial Economics
- FINC 3320 Business Finance
- MGIS 3310 Management Information Systems
- MGMT 3310 Principles of Management
- MGMT 4380 Strategic Management & Policy
- MGMT 3310 Principles of Marketing

Choose 3 hrs from the following:

- MGMT 4365 Service Operations Management
- MGMT 4370 Operations Management

Major Requirements (21 hrs)

- ACCT 2301 Principles of Accounting
- ACCT 2302 Principles of Accounting
- CHIS 2301 Introduction to Computers
- COSC 1401
- or BCIS 1405
- or PHIL 2306 Contemporary Moral Issues

Choose 6 hrs from the following list:

- MKTG 3330 Sales Management
- MKTG 3335 Retailing
- MKTG 3330 Services Marketing Management
- MKTG 3360 Supply Chain Management
- MKTG 3370 Marketing Communication and Promotional Strategy

Elective (3 hrs)

- ENGL 2332 Readings in Literature
- ENGL 2322 Readings in Literary
- PHIL 1301
- ENGL 2306

Total Hours: *120

*Admission to undergraduate upper division courses, i.e., 3000- and 4000-level, in the College of Business Administration, is limited to students who have completed at least 50 semester hours with a GPA of at least 2.0. Students seeking a BBA must complete ACCT 2301, ACCT 2302, BUSI 2372, ECON 2301, ECON 2302, and MATH 1324 with a minimum GPA of 2.0 prior to taking 3000- or 4000-level business courses.

** See SHSU catalog for any changes

2011-2012