

Bachelor of Business Administration, Marketing

CORE REQUIREMENTS

Department of Management & Marketing

936.294.1265

MMM@shsu.edu

Course Name	Hours	TCCNS	SHSU
Communication (6 hours)			
Composition I	3	ENGL 1301	ENGL 1301
Composition II	3	ENGL 1302	ENGL 1302
Mathematics (3 hours)			
Math for Managerial Decision Making	3	MATH 1324	MATH 1324
Life & Physical Sciences (6 hours)			
Choose <u>two</u> courses from your current Texas community college's core approved list.			
Language, Philosophy, & Culture (3 hours)			
Choose <u>one</u> course from your current Texas community college's core approved list.			
Creative Arts (3 hours)			
Choose <u>one</u> course from your current Texas community college's core approved list.			
American History (6 hours)			
United States History to 1876	3	HIST 1301	HSTY 1301
United States History since 1876	3	HIST 1302	HSTY 1302
Government/Political Science (6 hours)			
American Government	3	GOVT 2305	POLS 2305
Texas Government	3	GOVT 2306	POLS 2306
Social & Behavioral Science (3 hours)¹			
Principles of Macroeconomics OR Principles of Microeconomics	3	ECON 2301 ECON 2302	ECON 2301 ECON 2302
Component Area Option Recommendations (6 hours)²			
Choose <u>two</u> courses from your current Texas community college's core approved list.			

MAJOR REQUIREMENTS

Full degree can be found here: <https://www.shsu.edu/programs/bachelor-of-business-administration-in-marketing/index.html>

Course Name	Hours	TCCNS	SHSU
Business Computer Applications	3	BCIS 1305	MGIS 1305
Principles of Financial Accounting	3	ACCT 2301	ACCT 2301
Principles of Managerial Accounting	3	ACCT 2302	ACCT 2302
Principles of Macroeconomics	3	ECON 2301	ECON 2301
Principles of Microeconomics	3	ECON 2302	ECON 2302
Business Analysis	3	BUSI 2305	BANA 2372

*SHSU accepts a maximum of 70 credit hours: 66 academic hours + 4 hours of activity-based physical education (kinesiology) hours. Transfer students must take at least 50% of the required business curriculum for the BBA in residence at SHSU. This can include courses taken at The Woodlands Center campus or through SHSU Online. Students must earn a 2.0 minimum overall GPA in all coursework, overall major GPA, SHSU GPA, and SHSU major GPA. A minimum grade of "C" is required in all required Marketing courses taken for the Marketing major. A minor is not required for this degree program.

1 - ECON 2301 and ECON 2302 are both required as a Business Core course; either course will satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

2 - BUSI 1301 (BUAD 1301) is suggested to fulfill three hours of credit in the Core Curriculum requirement for Component Area IX (Component Area Option).