MARKETING
Bachelor of Business Administration

Other degrees and minors offered in the Department of Management, Marketing, and Information Systems:

- Management, BBA
- Human Resource Management, BBA
- Management Information Systems, BBA
- Minor in Management
- Minor in Management Information Systems
- Minor in Marketing
If commercials, ads in apps, and billboards are what come to mind when you think of “marketing,” that’s only scratching the surface. Marketing encompasses everything from developing a product/service/idea and deciding its price to determining where to sell it, how to get it there, and what it should look like on the shelf. But there’s more: the marketing field also includes brand management, market research, and analysis of data related to business decisions. Of course, advertising, sales, and social media play a part in marketing, too, along with so much more.

Whether you see yourself as creative or analytical, or a mixture of both, the Bachelor of Business Administration in marketing from Sam Houston State University will prepare you to work in all aspects of the marketing process.

REQUIREMENTS

To earn a Bachelor of Business Administration (BBA), students must achieve a 2.0 SHSU and cumulative GPA. Students must take at least 50% of the business curriculum for the BBA degree in residence and are required to earn a minimum grade of “C” in all marketing courses.

Minor: A minor is not required to complete this program. However, should students want to pursue one, suggested minors include management, business communication, English, or mass communication.

SCHOLARSHIPS

Once accepted, students may apply for relevant scholarships by completing the Scholarships4Kats online application. Transfer scholarships are available for students who would like to continue their academic career at Sam Houston State University.

COURSEWORK