

Marketing B.B.A.

Core Curriculum Courses

See the Core Curriculum Requirements (<https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

Business Core

See Business Core Requirements (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/>) 42

Required courses in the major

MKT 436 Marketing Research 3

MKT 467 Buyer Behavior 3

Marketing Concentrations. (12 or more hours with at least once concentration required for all marketing majors) 12

General Marketing Concentration: 12

MKT 410 Social Media Marketing

9 credit hours from MKT courses

Digital Marketing Concentration: 12

MKT 410 Social Media Marketing

MKT 422 Electronic Commerce

MKT 430 Digital Marketing

MKT 445 Retail Management

Marketing Analytics Concentration: 12

MKT 386 Supply Chain Management and Marketing Channels

MKT 410 Social Media Marketing

MKT 430 Digital Marketing

MKT 471 Marketing Analytics

Free elective hours to total a minimum of 120 hours. If a student has 12 hours of free electives, they are encouraged to take an additional business area concentration. 18

Total Hours 120

A grade of "C" or higher must be earned in all courses in this Major.

Course	Title	Hours
First Year		
Fall		
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	Hours	0
	Total Hours	0