

# BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) MAJOR IN MARKETING

**Minimum required: 120 semester credit hours**

## Admission Requirements

Admission to the McCoy College of Business Administration (McCoy College) is competitive, and a student must be admitted to the McCoy College to pursue a B.B.A. degree. Consideration for admission to McCoy College undergraduate programs is based on specific admission criteria and is conducted as a rolling admission process. For current Texas State students, applications are available online at <http://advising.mccoy.txstate.edu/apply> (<http://advising.mccoy.txstate.edu/apply/>). For students not yet admitted to the University, applications are available online at [www.applytexas.org](http://www.applytexas.org) (<http://www.applytexas.org>). Students should list a business major as their first major choice.

Priority dates are March 1 for summer/fall semester and October 15 for the spring semester. Applications received after the priority date will be considered for admission on a space-available basis. Students not yet admitted to Texas State must meet Texas State admission deadlines. Students attending Texas State who are currently on academic probation are not eligible for admission to McCoy College.

## Freshmen and Students with fewer than 30 Semester Credit Hours

Students with fewer than 30 semester credit hours will be automatically admitted to the McCoy College if they receive assured admission (<http://www.admissions.txstate.edu/future/freshman/admissions-requirements.html>) to Texas State and select a first-choice major in the McCoy College of Business Administration. Students who are admitted to the University but denied admission to McCoy College will be considered for admission to their second choice major or as an exploratory professional major.

## Students with 30 or more Semester Credit Hours

Students who have completed at least 30 semester credit hours, including ENG 1310, ENG 1320, and MATH 1329, either at Texas State or another college or university and who have a minimum 2.5 overall GPA will be considered for admission based upon a competitive index using the grades from ENG 1310, ENG 1320, MATH 1329, and the overall GPA from all colleges and universities attended. Students will be automatically admitted if they have a cumulative GPA of 3.25 or higher and have completed ENG 1310, ENG 1320 and MATH 1329.

## General Requirements

1. For the B.B.A. degree, any McCoy College student whose Texas State GPA drops below a 2.0 is placed on probation by Texas State and on restricted status by McCoy College. Students on restricted status must increase their Texas State GPA to at least 2.0 in the subsequent semester or their admission to McCoy College will be voided. Students are required to meet with a representative of the McCoy College Academic Advising Center to remove probation holds; otherwise, the hold will prevent registration or schedule changes. A student whose admission is voided may regain admission to McCoy

College by going through the application process and competing with other applicants for openings. Students with a Texas State GPA below a 2.0 are also subject to the University academic probation and suspension policies.

2. All students seeking the B.B.A. must complete the following general education core curriculum courses as required by McCoy College. The general education core curriculum courses are listed in the degree plan below along with the statewide component code number. See the General Education Core Curriculum (<http://mycatalog.txstate.edu/undergraduate/general-education-core-curriculum/>) section of this catalog for other information about the general education core curriculum.
3. To provide a common body of knowledge in business, all students seeking the B.B.A. must complete the following common core of business courses or their equivalents as required by the McCoy College:

Code	Title	Hours
B A 2310	Introduction to Business in a Global Environment	3
ACC 2361	Introduction to Financial Accounting	3
ACC 2362	Introduction to Managerial Accounting	3
CIS 1323	Introduction to Microcomputer Applications	3
ECO 2314	Principles of Microeconomics	3
ECO 2315	Principles of Macroeconomics	3
BLAW 2361	Legal Environment of Business	3
QMST 2333	Business Statistics	3
MGT 3303	Management of Organizations	3
MKT 3343	Principles of Marketing	3
CIS 3380	Enterprise Information Technology and Business Intelligence	3
FIN 3312	Business Finance	3
MGT 3453	Business Communication and Professional Development <sup>1</sup>	4
MGT 4335	Strategic Management and Business Policy	3

<sup>1</sup> Students in the 2014 and subsequent catalog years cannot receive credit for MGT 3353.

4. A combination of courses in the major program area specified by the appropriate academic department and restricted upper-division business electives to complement the major are also required for the B.B.A.
5. Free electives to achieve a minimum total of 120 semester hours are also required. To ensure compliance with the course requirements for a B.B.A. degree, students should follow the general sequence of courses specified for the curriculum in this section of the catalog.
6. Also, students who did not complete satisfactorily at least two years of the same foreign language in high school must complete two semesters (6-8 hours) of a single foreign language in college.
7. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
8. For transfer students, 24 semester credit hours in the business core curriculum (or their equivalents) may be transferred from a Texas public institution of higher education for the Business Administration and Management Field of Study and be applied to the B.B.A. major in Marketing at Texas State University. More information about the Field of Study (<http://mycatalog.txstate.edu/undergraduate/general-information/academic-policies/texas-legislative-requirements/>) is

available in the Academic Policies section of this catalog. If transferring additional business courses please contact the McCoy College of Business Administration CenturyLink Academic Advising Center for assistance. The transferable Texas Common Course Number (TCCN) is listed below the Texas State University course number in the following course list. Students who complete MATH 1319 (TCCN:MATH 1324) in the FOS will receive 3 semester credit hours towards free electives.

Code	Title	Hours
CIS 1323	Introduction to Microcomputer Applications	3
TCCN: BCIS 1305		
B A 2310	Introduction to Business in a Global Environment	3
TCCN: BUSI 1301		
ECO 2314	Principles of Microeconomics	3
TCCN: ECON 2302		
ECO 2315	Principles of Macroeconomics	3
TCCN: ECON 2301		
ACC 2361	Introduction to Financial Accounting	3
TCCN: ACCT 2301		
ACC 2362	Introduction to Managerial Accounting	3
TCCN: ACCT 2302		
QMST 2333	Business Statistics	3
TCCN: BUSI 2305		
Elective		3
TCCN: MATH 1324		
<b>Total Hours</b>		<b>24</b>

9. Students must achieve the following minimum grade-point averages for graduation:

- a Texas State GPA of 2.00
- a Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives); and
- a GPA of 2.0 in the minor(s).

## Course Requirements

		Freshman	
		First Semester Hours	Second Semester Hours
ENG 1310 (Communication Component Code 010 [TCCN ENGL 1301])	3	ENG 1320 (Communication Component Code 010 [TCCN ENGL 1302])	3
POSI 2310 (Government/Political Science Component Code 070 [TCCN 2306])	3	PHIL 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 2306])	3
MATH 1329 (Mathematics Component Code 020 [TCCN MATH 1325])	3	American History Component Code 060	3
Life and Physical Sciences Component Code 030	3	Life and Physical Sciences Component Code 030	3
COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3	CIS 1323 (TCCN BCIS 1305) <sup>2</sup>	3
US 1100	1		
	<b>16</b>		<b>15</b>

		Sophomore	
		First Semester Hours	Second Semester Hours
ACC 2361 (TCCN ACCT 2301)	3	ACC 2362 (TCCN ACCT 2302)	3
ECO 2314 (Social and Behavioral Sciences Component Code 080 [TCCN ECON 2302])	3	ECO 2315 ([TCCN ECON 2301])	3
B A 2310 (TCCN BUSI 1301)	3	BLAW 2361 (BUSI 2301)	3
QMST 2333 (TCCN BUSI 2305)	3	POSI 2320 (Government/Political Science Component Code 070 [TCCN GOVT 2305])	3
American History Component Code 060	3	ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component Code 050 [TCCN HUMA 1315])	3
	<b>15</b>		<b>15</b>

		Junior	
		First Semester Hours	Second Semester Hours
CIS 3380	3	Free Elective	3
Free Elective	3	FIN 3312	3
MGT 3303	3	MGT 3453	4
MKT 3343	3	MKT 3350	3
ENG Literature (Component Area Option Code 090/094) [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3	MKT 3370	3
	<b>15</b>		<b>16</b>
		Senior	
		First Semester Hours	Second Semester Hours
Business, Advanced Elective <sup>1</sup>	3	Business, Advanced Elective <sup>1</sup>	3
MKT Advanced Electives	6	Free Elective	1
MKT 3358	3	MGT 4335	3
MKT 4330	3	MKT 4310	3
		MKT 4337	3
	<b>15</b>		<b>13</b>

**Total Hours: 120**

<sup>1</sup> The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major (excluding any ELADV course).

<sup>2</sup> Credit can be earned by successfully passing a test. Students must pay a fee to take the test.

### MKT Advanced Electives

Code	Title	Hours
MKT 3355	Retailing	3
MKT 3360	Sales Management	3
MKT 3362	Studies in Free Enterprises	3
MKT 3365	Services Marketing	3
MKT 3375	Marketing for Social Change	3
MKT 3380	Sports Marketing	3
MKT 3385	Ethnic and Niche Marketing	3

MKT 3387	Technology and Marketing	3
MKT 3390	Marketing Health Care	3
MKT 4325	Advanced Topics in Service Marketing	3
MKT 4395	Independent Study in Marketing	3
MKT 4396	Directed Study in Professional Sales	3
MKT 4397	Directed Study in Marketing	3
MKT 4399	Marketing Internship	3