

Texas A&M University-Kingsville®  
**College of Business Administration**  
**Bachelor of Business Administration, Marketing**  
 Four-Year Academic Map 2019-2020

<b>YEAR 1</b>	<b>Semester 1 Fall</b>		<b>Semester 2 Spring</b>	
	COMS 1315 - Business and Professional Communication		ENGL 1302 - Rhetoric and Composition	
	ENGL 1301 - Rhetoric and Composition		HIST 1302 - American History since 1877	
	HIST 1301 - American History to 1877		MATH 1324 - Math for Business and Economics	
	MATH 1314 - College Algebra		Creative arts	
	UNIV 1201 - Learning in Global Context		Life and Physical sciences	
	Life and Physical sciences			
Semester Hours		17	Semester Hours	
			15	Total 32

<b>YEAR 2</b>	<b>Semester 1 Fall</b>		<b>Semester 2 Spring</b>	
	ACCT 2301 - Principles of Accounting I		ACCT 2302 - Principles of Accounting II	
	BUAD 2341 - Business Law		BCOM 3306 - Business Communication (WI)	
	ECON 2301 - Principles of Macroeconomics		BUAD 1115 - Introduction to Business Software	
	ENGL 2342, or ENGL 2362, or ENGL 2314		ECON 2302 - Principles of Microeconomics	
	POLS 2301 - Government and Politics of US		POLS 2302 - Government and Politics of TX	
Semester Hours		15	Semester Hours	
			13	Total 28

<b>YEAR 3</b>	<b>Semester 1 Fall</b>		<b>Semester 2 Spring</b>	
	BUAD 3355 - Business Statistics		BUAD 2374 - International Business	
	FINC 3321 - Business Finance		ISYS 3330 - Information Systems and Business Analytics	
	MGMT 3322 - Principles of Management		MKTG 3364 - Integrated Marketing Communication	
	ISYS 3358 - Business Information Systems		MKTG 3370 - Online Marketing	
	MKTG 3324 - Principles of Marketing		Elective	
Semester Hours		15	Semester Hours	
			15	Total 30

<b>YEAR 4</b>	<b>Semester 1 Fall</b>		<b>Semester 2 Spring</b>	
	MGMT 3355 - Logistics & SCM		MGMT 4390 - Strategic Management Global Business Environment	
	MKTG 3365 - Marketing Research		MKTG 4350 - Consumer Behavior	
	MKTG 4310 - Retail Marketing Management		MKTG 4390 - Marketing Management and Analytics	
	MKTG 4321 - Negotiation and Dispute Resolution		MKTG, advanced	
	MKTG 4363 - International Marketing		Nonbusiness Elective	
Semester Hours		15	Semester Hours	
			15	Total 30

\*State of Texas Core Curriculum  
 Students should meet with their academic advisor to formulate their own plan.

