

# TEXAS A&M

UNIVERSITY-KINGSVILLE SYSTEM CENTER

# SAN ANTONIO

## BACHELOR OF BUSINESS ADMINISTRATION

### Marketing

#### San Antonio College Lower Level Courses

COURSE	COURSE NAME	CREDITS	COURSE	COURSE NAME	CREDITS
ENGL 1301	Freshman Composition I	3	ENGL 1302	Freshman Composition II	3
MATH 1314 or 1324 <sup>a</sup>	College Algebra or Finite Math	3	MATH 1325 <sup>a</sup>	Calculus for Business	3
HIST 1301	History of the U.S. I	3	HIST 1302	History of the U.S. II	3
Science w/lab	<b>See TAMUK Catalog</b>	3-4	Science w/lab	<b>See TAMUK Catalog</b>	3-4
BCIS 1305	Bus. Computer Applications	3	BUSI 1301 <sup>b</sup>	Introduction to Business	3
ACCT 2301 <sup>a</sup>	Principles of Accounting I	3	ACCT 2302 <sup>a</sup>	Principles of Accounting II	3
ECON 2301 <sup>a</sup>	Principles of Macroeconomics	3	ECON 2302 <sup>a</sup>	Principles of Microeconomics	3
GOVT 2301	American Government I	3	GOVT 2302	American Government II	3
SPCH 1321	Bus. and Prof. Speech	3	Vis & Perf Arts	<b>See TAMUK Catalog</b>	3
Elective	Non-business Elective	2-3	English	Literature- <b>See TAMUK Catalog</b>	3
Elective	Non-business Elective	3	Global Learning	<b>See TAMUK Catalog</b>	3
KINE 1---	Kinesiology	1			

The classes listed above can be taken in any order as long as prerequisites have been met.

<sup>a</sup>. College of Business prerequisite requirement.

<sup>b</sup>. Students who transfer to TAMUK-SA with a minimum of 60 hours may substitute this course with an elective.

#### TEXAS A&M KINGSVILLE-SYSTEM CENTER-SAN ANTONIO Upper Level Courses

COURSE	COURSE NAME	CREDITS	COURSE	COURSE NAME	CREDITS
BUAD 3355	Business Statistics	3	MGMT 3321	Principles of Oper./Prod. Mgmt.	3
BLAW 3341	Business Law	3	BCOM 3304	Business Communications	3
MGMT 3311	Principles of Management	3	MKTG 4361	Marketing Management	3
MKTG 3361	Principles of Marketing	3	MGMT 4327	Org. Theory and Human Behavior	3
MKTG 3325	Selling and Sales Management	3	MGMT 4325	Mgmt. Dec.-Making & Bus. Policy	3
MKTG 3365	Marketing Research	3	CISA 3358	MGMT Information Systems	3
MKTG 4350	Consumer Purchasing	3	MKTG	Advance MKTG Elective	3
MKTG 4363	International Marketing	3	MKTG	Advance MKTG Elective	3
FINC 3337	Business Finance	3	ACCT	Advance ACCT Elective	3

The classes listed above can be taken in any order as long as prerequisites have been met.

Students completing the community college core curriculum prior to transferring to TAMUK-SA, will be considered core complete and no further core curriculum classes will be required.