



CENTER FOR STUDENT SUCCESS
DEGREE MAP
 College of Business Administration
 Bachelor of Business Administration
 Marketing 2017-2018

GPS Road Map Key	
FA = Fall Only	T = Transfer Credits
SP = Spring Only	^General Education
SU= Summer	*Business Core
FA/SP = Fall & Spring	
All = Fall, Spring, & Summer	

This Degree Map serves as a guide to help you complete your degree within four years successfully.

Name: _____
 ID#: _____ Phone: _____

Email: _____
 Your expected graduation date is: _____

Students should complete at least 30 credit hours each year to graduate on time.

First Year	FALL SEMESTER				T	TERM	HRS	GRADE
	^UNIV 1101 Learning in Global Context I	FA					3	
	^ENGL 1301 Rhetoric & Comp.	ALL					3	
	^HIST 1301 Am. Hist. to 1877	ALL					3	
	^COMS 1315 Bus Prof Communications	ALL					3	
	^MATH 1314 College Algebra	ALL					1	
	^Life/Physical Sciences	ALL					3	
	Course 1: Exploring Your Options							

	SPRING SEMESTER				T	TERM	HRS	GRADE
	^UNIV 1102 Learning in Global Context II	SP					3	
	^ENGL 1302 Rhetoric & Comp. (ENGL 1301)	ALL					3	
	^HIST 1302 Am. Hist. since 1877	ALL					3	
	^Creative Arts	ALL					1	
	MATH 1324 Math for Bus and Econ I	ALL					3	
	^Life/Physical Sciences	ALL					3	
	Course 2: Sculpting Your Value Proposition							

Second Year	FALL SEMESTER				T	TERM	HRS	GRADE
	*ACCT 2301 Prin of Accounting						3	
	*BUAD 2341 Business Law						3	
	*ECON 2301 Princ of Macroeconomics						3	
	^ENGL 2342, ENGL 2362, or ENGL 2314						3	
	^POLS 2301 Gov & Politics of US						3	
Professional Etiquette Dinner								

	SPRING SEMESTER				T	TERM	HRS	GRADE
	*ACCT 2302 Princ of Accounting II						3	
	*BCOM3306 Business Communications						3	
	*BUAD 1115 Intro to Business Software						1	
	*ECON 2302 Princ of Microeconomics						3	
	^POLS 2302 Gov. & Politics of TX						3	
The Job Campaign/ Course 3: Selling Yourself & Course 4: Activating Your Plan								

Third Year	FALL SEMESTER				T	TERM	HRS	GRADE
	*BUAD 3355 Business Statistics						3	
	*FINC 3321 Business Finance						3	
	ISYS 3358 Business Information Systems						3	
	*MGMT 3322 Princ of Management						3	
	*MKTG 3324 Princ. Of Marketing						3	

	SPRING SEMESTER				T	TERM	HRS	GRADE
	*BUAD 2374 International Business						3	
	*ISYS 3330 Info Sys & Bus Analytics						3	
	MKTG 3364 Integrated Marketing Comm						3	
	MKTG 3370 Online Marketing						3	
	Elective						3	
Immersion Experience								

Fourth Year	FALL SEMESTER				T	TERM	HRS	GRADE
	*MGMT 3355 Operations, Logistics & SCM						3	
	MKTG 3365 Marketing Research						3	
	MKTG 4310 Retail Marketing Mgmt						3	
	MKTG 4321 Negotiations & Dispute Resolution						3	
	MKTG 4363 International Marketing						3	

	SPRING SEMESTER				T	TERM	HRS	GRADE
	*MGMT 4390 Strategic Mgmt Global Bus Env						3	
	MKTG 4350 Consumer Behavior						3	
	MKTG 4390 Marketing Mgmt & Analytics						3	
	ADV MKTG Elective						3	
	Nonbusiness Elective						3	

Total Hours Required: 120

DEGREE PLAN NOTES:

- "C" or better Courses: ENGL 1301, ENGL 1302, MATH 1314, ACCT 2301, ACCT 2302, ECON 2301, ECON 2302, & ISYS 3330.
- ENGL 1301 & 1302 must be completed within the first 75 hours of course work. A total of 9 hours of English is required.
- COMS 1311 may not be substituted for COMS 1315.
- Students who choose to take ENGL 2314 must fulfill the general education ^Lang/Phil/Culture requirement by taking an appropriate course as one of the nonbusiness electives.
- Students who transfer into the College of Business with 20 or more hours may substitute two one-hour courses for UNIV 1101 and UNIV 1102.
- Nonbusiness courses must be 3 credit hours. It is recommended these courses are 1000 - 2000 level.
- BCOM 3306 is a writing intensive course and must be a "C" or better.
- Advanced Electives must be 3000-4000 level courses.
- MGMT 4390 must be taken the final long semester before graduation and students must take a Major Field Test (MFT) in this course.

GRADUATION REQUIREMENTS:

- All SPDP workshops must be completed by the end of your sophomore year & Immersion Experience completed before graduation.
- Overall GPA of 2.0 in each of the following four categories: 1) All TAMU-K courses 2) Both TAMU-K & Transfer work 3) All courses in Major 4) All Business Courses
- Twenty-five percent of the total hours required must have been taken at TAMU-K. (30 hrs for a BBA) Also, 24 of the last 30 hours must be taken at TAMU-K.
- A minimum of 36 hours of upper-division course work is required.

Student's Signature _____ Date _____

Advisor's Signature _____ Date _____

Dean's Signature _____ Date _____



