

Texas A&M University-Kingsville®

College of Business Administration

Bachelor of Business Admin, Marketing - Merchandising

Four-Year Academic Map 2019-2020

YEAR 1	Semester 1 Fall	Semester 2 Spring			
	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

YEAR 2	Semester 1 Fall	Semester 2 Spring			
	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			
	MRCH 1330 - Principles of Merchandising	ECON 2302 - Principles of Microeconomics			
	POLS 2301 - Government and Politics of US	POLS 2302 - Government and Politics of TX			
		ENGL 2342, or ENGL 2362, or ENGL 2314			
Semester Hours	15	Semester Hours	16	Total	31

YEAR 3	Semester 1 Fall	Semester 2 Spring			
	BUAD 3355 - Business Statistics	BUAD 2374 - International Business			
	FINC 3321 - Business Finance	ISYS 3330 - Information Systems and Business Analytics			
	MGMT 3322 - Principles of Management	MRCH 3332 - Merchandise Buying & Assort Planning			
	ISYS 3358 - Business Information Systems	MKTG 3370 - Online Marketing			
	MKTG 3324 - Principles of Marketing	MKTG 3365 - Marketing Research			
Semester Hours	15	Semester Hours	15	Total	30

YEAR 4	Semester 1 Fall	Semester 2 Spring			
	MGMT 3355 - Logistics & SCM	MGMT 4390 - Strategic Management Global Business Environment			
	MRCH 4330 - Promotional Strategies in Merchandise	MRCH 4331 - Cultural Influences on Merchandise			
	MKTG 4310 - Retail Marketing Management	MKTG 4390 - Marketing Management and Analytics			
	MKTG 4321 - Negotiation and Dispute Resolution	MRCH 4336 -Sustainability & Global Sourcing			
	MRCH 4334 - Product Development				
Semester Hours	15	Semester Hours	12	Total	27

*State of Texas Core Curriculum

Students should meet with their academic advisor to formulate their own plan.

