

Marketing, BBA

Department Requirements

College of Business students with major requirements which include one or more of the courses listed as required for their minor will be allowed to count a maximum of 6 SCH to fulfill both their major and minor area requirements. Any additional courses that are common between the major area of study and the minor area would have to be substituted by upper-level courses in the minor area. The substituted courses must be approved by the Dean of the College of Business. Consult the Department Head offering the minor for details.

All non-Business students are required to maintain a minimum cumulative GPA of 2.0 in the minor areas for graduation; the student can have only one "D" in the courses required for the minor areas.

Business majors must earn a grade of "C or better" in every business course (except if taken as an unrestricted elective).

Bachelor of Business Administration in Marketing Degree Program Requirements

Complete Core Curriculum Listing at <https://catalog.pvamu.edu/universitycorecurriculum/>

Core Curriculum 42 Credit Hours

Communication		6
ENGL 1301	Freshman Composition I ¹	
ENGL 1302	Freshman Composition II ¹	
Mathematics		3
MATH 1314	College Algebra ¹	
Life and Physical Sciences (Select Two)		6
Language, Philosophy, and Culture (Select One)		3
Creative Arts (Select One)		3
American History (Select Two)		6
Government/Political Science		6
POSC 2305	American Government	
POSC 2306	Texas Government	
Social and Behavioral Sciences		3
ECON 2301	Principles of Macroeconomics ¹	
Component Area Option One		3
FINA 2313	Financial Planning from a Global Perspective ¹	
Component Area Option Two		3
MISY 1305	Business Computer Applications ¹	
General Education Supplement for Marketing Majors (18 SCH) ¹		
MATH 1324	Finite Mathematics ¹	3
ECON 2302	Principles of Microeconomics ¹	3
ECON Elective (3000 - 4000 level course)		3
MGMT 1316	Quantitative Business Analysis ¹	3
MGMT 3301	Business Statistics ¹	3
MGMT 2320	Leadership and Ethics ¹	3
College Requirements (33 SCH) ¹		
ACCT 2301	Principles of Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BCOM 3330	Business Communication	3
BLAW 2301	Legal Environment of Business	3
FINA 3310	Principles of Finance	3
MISY 2301	Fundamentals of MIS with ERP	3
MGMT 1301	Introduction to Business	3
MGMT 2000	Prof Development for Business	0
MGMT 3310	Principles of Management	3
MGMT 4000	Professional Development For Business II	0

MGMT 4330	Strategic Management and Business Policy	3	
MGMT 4333	Production and Operations Management	3	
MRKT 3310	Principles of Marketing	3	
Major Area Requirements (27 SCH) ¹			
MRKT 3333	Consumer Behavior	3	
MRKT 4334	Marketing Research	3	
MRKT 4339	Marketing Communications	3	
MRKT 4341	Distribution Management	3	
MRKT 4349	Marketing Strategy and Analysis	3	
PSYC 2301	General Psychology	3	
Marketing Electives (3000 - 4000 Level) - Select three of the following: ^{1, 2}			
MRKT 3311	Sports, Entertainment, and Event Marketing	3	
MRKT 3331	Retail Management		
MRKT 3332	Salesmanship		
MRKT 4333	Advertising		
MRKT 4335	International Marketing		
MRKT 4342	Fundamentals of E-Marketing		
MRKT 4337	Sales Management		
MGMT 3333	Commercializing Innovative Ideas		
MGMT 3339	Cooperative Education II		
MGMT 4332	Supply Chain Management		
MGMT 4339	Cooperative Education III		
MGMT 3342	Data Mining Techniques		
MGMT 4343	Decision Modeling for Business Analytics		
MGMT 4354	ERP Apps in Supply Chain		
SCMG 4334	Purchase Management		
SCMG 4335	Logistics Management		
SCMG 4336	Quality Management		
ENTR 3301	Economics for Entrepreneurs		
ENTR 3302	Diversity Entrepreneurship		
ENTR 3303	Social Entrepreneurship		
ENTR 3309	Special Topics		
ENTR 4304	Venture Creation		
Unrestricted Elective			3
Total Hours			123

¹ A grade of "C" or better is required in these courses. **Business majors must earn a grade of "C" or better in all business courses (1300 - 4399 Level courses).** Students must earn the University required passing grade "D" or better in courses used as an unrestricted elective.

² Management Major area required courses (e.g., MGMT 3302, 3311, 3334, 3335) **will not be counted as Marketing Electives** unless special approval has been obtained from Department Head. **ECON 1301 Fundamentals of Economics in a Global society will not count as an Economics Elective. It can be used as an Unrestricted Elective.**

Bachelor of Business Administration in Marketing Degree Sequence

Core: <https://catalognext.pvamu.edu/universitycorecurriculum/> (<https://catalog.pvamu.edu/universitycorecurriculum/>)

Freshman

Fall - Semester 1	Hours	Spring - Semester 2	Hours
Communication Core		3 Communication Core	3
ENGL 1301		ENGL 1302	
MGMT 1301		3 Mathematics Core	3
Component Area Option One Core		3 MATH 1314	
FINA 2313		Component Area Option Two Core	3
Government/Political Science Core		3 MISY 1305	

POSC 2305		Government/Political Science Core	3
Life and Physical Sciences Core	3	POSC 2306	
		Life and Physical Sciences Core	3
		MGMT 2000	0
Total	15 Total		15

Total Hours: 30

Sophomore

Fall - Semester 1	Hours	Spring - Semester 2	Hours
ACCT 2301		3 ACCT 2302	3
PSYC 2301		3 ECON 2302	3
American History Core		3 American History Core	3
MATH 1324		3 Social And Behavioral Sciences Core	3
MGMT 2320	3	ECON 2301	
Language, Philosophy & Culture Core		3 MISY 2301	3
		Creative Arts Core	3
Total	18 Total		18

Total Hours: 36

Junior

Fall - Semester 1	Hours	Spring - Semester 2	Hours
BCOM 3330		3 BLAW 2301	3
FINA 3310		3 MGMT 3310	3
MRKT 3310		3 MRKT 3333	3
MGMT 1316		3 MGMT 3301	3
Unrestricted Elective		3 MRKT Elective (3000-4000 Level)	3
Total	15 Total		15

Total Hours: 30

Senior

Fall - Semester 1	Hours	Spring - Semester 2	Hours
MGMT 4333		3 MGMT 4330	3
MRKT 4334		3 MGMT 4000	0
MRKT 4339		3 MRKT 4341	3
MRKT Elective (3000-4000 Level)		3 MRKT 4349	3
ECON Elective (3000-4000 Level)		3 MRKT Elective (3000-4000 Level)	3
Total	15 Total		12

Total Hours: 27

Total Semester Credit Hours :123

Marketable Skills

Marketable skills, as defined by the Texas Higher Education Coordinating Board's 60x30TX Plan (<http://www.60x30tx.com/>), include interpersonal, cognitive, and applied skill areas, are valued by employers, and can be either primary or complementary to a major. Marketable skills are acquired by students through education, including curricular, co-curricular, and extracurricular activities.

BBA Marketing

Degree Skills

1. Sales techniques
2. Marketing strategy and analysis
3. Digital marketing and consumer behavior

Concentration Skills

1. Critical thinking
2. Quantitative reasoning and logical thinking
3. Ethical behavior and decision making

Co-curricular and Extracurricular Skills

1. Professional communication
2. Interpersonal relationships and teamwork
3. Project management