



BACHELOR OF BUSINESS ADMINISTRATION MARKETING CONCENTRATION

FOUNDATIONAL STUDIES (19 hours)

(Must be completed within the first 45 hours of the program)

(Transfer students must complete within their first two semesters)

ACAD-1001	Success Orientation
CHMN-1011	Personal Evangelism
CISS-1003	Computer Fundamentals
ENGL-1013	English Composition I
ENGL-1023	English Composition II
SPCH-1003	Speech Communication
*MATH-	Mathematics Requirements

*To complete the General Core mathematics requirement, students may be required to enroll in preparatory mathematics courses each semester until MATH-1013 Mathematics for Application or a higher-level mathematics course is completed.

GENERAL CORE CURRICULUM (38 hours)

Bible/Theology/Philosophy

BIBL-1113	Old Testament Survey
BIBL-1413	New Testament Survey
BIBL-2713	Bible Study Methods
PHIL-2013	Biblical World View
THEO-2113	Bible Doctrines I
THEO-2123	Bible Doctrines II

History

HIST-1103	Western World History (3) OR
HI-1113	Nonwestern World History (3)

Humanities/Literature Selection

*Three hours must be selected from an EN- literature course

INTD-3013	Humanities (3)
ENGL-2103	British Literature I (3)

Psychology Selection

PSYC-1003	General Psychology (3) OR
PSYC-2213	Human Growth and Development (3)

Physical Education (1 hour)

This course is a one hour activity requirement. This course must be taken at your local university/community college and then transferred to TTU.

Laboratory Science Selection (4 hours)

Social Studies Selection (3 hours)

DEPARTMENTAL REQUIREMENTS (48 hours)

Business Department Requirements (27 hours)

- BUSI-1003 Future of Business
- CISS-1013 Intro to Business Info. Systems
- BUSI-2603 Principles of Marketing
- BUSI-2703 Principles of Management
- BUSI-2503 Survey of Corporate Finance
- ENGL-3013 Business and Technical Writing
- STAT-2303 Intro to Statistics
- BUSI-3003 Business Law
- BUSI-3203 Intro to International Business

Concentration requirement (21 hours)

- BUSI-3613 Marketing Research (3)
- BUSI-3663 Consumer Behavior (3)
- BUSI-3603 Advertising (3)
- BUSI-3653 Professional Selling (3)
- BUSI-3643 Principles of Retailing (3)
- BUSI-4273 Multinational Marketing (3)
- BUSI-4863 Marketing Strategy (3)

ELECTIVES (15 hours)

General Electives (15 hours)

DEGREE TOTAL..... 120 HOURS