

**HOUSTON BAPTIST UNIVERSITY DEGREE PROGRAM PLAN ^**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**MARKETING MAJOR**

CATALOG YEAR: 2018/2019

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**LIBERAL ARTS CORE REQUIREMENTS:**

“\*\*” Indicates course must be completed with a “C” or higher

COURSES	Hours	COURSES	Hours
*ENGL 1313 Composition and Literature I	3	*MATH 1313 College Algebra (required)	3
*ENGL 1323 Composition and Literature II	3	GOVT 2313 American and Texas Government	3
ENGL 2315 or 2325 Great Works of Literature I or II	3	HIST 2311 Western Civilization I	3
PSYC 1313 General Psychology	3	HISTORY: Choose 1 from HIST 2312, HIST 2313 or HIST 2323	3
PHIL 1313 Introduction to Philosophy	3	ART 2343 Art Appreciation or MUSI 1331 Music Appreciation	3
Natural Science & Lab	4	COMM 1323 Rhetoric and Public Speaking	3
CHRI 1301 Introduction to the Bible	3		
CHRI 2373 Christian Theology and Tradition	3	<b>TOTAL HOURS IN LIBERAL ARTS CORE</b>	<b>43</b>

Students transferring to Houston Baptist University with 45 hours or more of transferable college credit are only required to take CHRI 1314, Introduction to the Christian Faith, to meet their Liberal Arts Core Curriculum Christianity requirements.

**MAJOR REQUIREMENTS:** All courses within major must be completed with a “C” or higher.

COURSE NO.	COURSE NAME	HOURS
ACCT 2301	Principles of Accounting I	3
ACCT 2303	Principles of Accounting II	3
BUSA 1305	The World of Business	3
BUSA 2301	Business Math	3
BUSA 2315	Business Statistics	3
BUSA 2320	Legal Environment of Business	3
BUSA 3315	Spreadsheet Modeling with Business Applications	3
PHIL 3320	Business Ethics	3
ECON 2311	Micro Economics	3
ECON 2312	Macro Economics	3
FINA 3320	Corporate Finance	3
MIS 3330	Information Systems and Business Analytics	3
MGMT 3302	Principles of Management	3
MGMT 3308	Business Stewardship	3
MKTG 3301	Principles of Marketing	3
MGMT 4396	Global Business Strategy	3
	<b>Total BBA Core Hours</b>	<b>48</b>
MKTG 3310	Consumer Behavior	3
MKTG 3313	Social Media Marketing	3
MKTG 3333	Sports, Entertainment & Event Marketing	3
MKTG 4330	International Marketing	3
MKTG 4336	Principles of Advertising	3
MKTG 4340	Marketing Internship	3
MKTG 4350	Marketing Research	3
MKTG 4360	Marketing Strategy	3
	<b>Total Hours in Major</b>	<b>72</b>
	<b>Elective Hours Required</b>	<b>10</b>
	<b>TOTAL HOURS IN DEGREE</b>	<b>125</b>

^ Students may obtain the official degree plan from their academic advisor.