

**HOUSTON BAPTIST UNIVERSITY DEGREE PROGRAM PLAN ^**  
**BACHELOR OF ARTS (BA)**  
**MANAGERIAL STUDIES MAJOR**  
with a Concentration in Marketing

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 1305 Math for Critical Thinking or higher	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
BUSA 1305	The World of Business	3
BUSA 2315	Business Statistics	3
BUSA 2320	Legal Environment of Business	3
PHIL 3320	Business Ethics	3
ECON 2311	Principles of Microeconomics	3
ECON 2312	Principles of Macroeconomics	3
FINA 3320	Corporate Finance	3
MIS 3330	Principles of Business Technology	3
MGMT 3302	Principles of Management	3
MKTG 3301	Principles of Marketing	3
	<b>Total Hours in BBA Core</b>	<b>33</b>
	<b>MARKETING CONCENTRATION:</b>	
MKTG 3310	Consumer Behavior	3
MKTG 4350	Marketing Research	3
MKTG 4360	Marketing Strategy	3
	<b>Choose 1 (3 hrs) from the following:</b>	3
	MKTG 4336 Principles of Advertising	
	MKTG 4330 International Marketing	
	MKTG 4340 Internship	
	<b>Total Hours in Marketing Concentration</b>	<b>12</b>
	<b>Total Hours in Major</b>	<b>45</b>
	<b>Elective Hours Required</b>	<b>37</b>
	<b>TOTAL HOURS IN DEGREE</b>	<b>125</b>

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