

**TEXAS A&M UNIVERSITY - CORPUS CHRISTI**  
**2023 Unofficial Guided Pathway**

**College of Business - Bachelor of Business Administration with a major in Marketing**

The following is a suggested 4-year plan, students **MUST** talk to their college Academic Advisor for assistance with program decisions.

Semester 1		SCH	Grade
BUSI 0011	COB Orientation	0	
ENGL 1301	Writing and Rhetoric	3	
ECON 2301	Macroeconomic Principles	3	
HIST 1301	US History to 1865	3	
Core*	Life & Physical Science	3	
Core*	Creative Arts	3	
UNIV 1101	University Seminar 1 (MUST talk w/Academic Advisor)	1	

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Semester 2		SCH	Grade
COMM 1311	Foundations Communication	3	
ECON 2302	Microeconomic Principles	3	
HIST 1302	US History Since 1865	3	
Core*	Language, Philosophy & Culture	3	
MATH 1324	Mathematics for Business & Social Sciences	3	
UNIV 1102	University Seminar 2 (MUST talk w/Academic Advisor)	1	

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Semester 3		SCH	Grade
	Business Elective	3	
ACCT 2301	Financial Accounting	3	
POLS 2305	US Government & Politics	3	
Core*	Component Area Option	3	
MATH 1325	Calculus for Business & Social Science	3	

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Semester 4		SCH	Grade
ACCT 2302	Managerial Accounting	3	
Core*	Component Area Option	3	
POLS 2306	State & Local Government	3	
Core*	Life & Physical Science	3	
MISY 2305	Computer Application in Business	3	

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Semester 5		SCH	Grade
MGMT 3315	Business Communications	3	
ORMS 3310	Data Analysis and Statistics	3	
FINA 3310	Financial Management	3	
MGMT 3310	Principles of Management	3	
MKTG 3310	Principles of Marketing	3	

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Semester 6		SCH	Grade
BLAW 3310	Legal Environment of Business	3	
MKTG 3330	Consumer Behavior	3	
MISY 3310	Management Information Systems Concepts	3	
MKTG 3315	Advertising and Promotional strategy	3	
	International Business Course	3	

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Semester 7		SCH	Grade
MKTG 3333	Digital Marketing	3	
	Marketing Elective	3	
MKTG 4350	Marketing Strategy	3	
OPSY 4314	Operations Management	3	
	Upper-Level Business Elective	3	

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Semester 8		SCH	Grade
	Marketing Elective	3	
	Business or Non-Business Elective	3	
	Marketing Elective	3	
MGMT 4388	Business Strategy	3	
	Upper-level Business Elective	3	

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**Notes:**

Please refer to the university catalog for policies, course descriptions, and pre-requisite information.

At least two years in high school or two semesters of study with passing grades in one foreign language or American Sign Language are required for graduation from TAMU-CC.

\*Students talk with Academic Advisor about core options.

If you are TSI liable, the Academic Advisor will place you in appropriate coursework.

Revised 2/23/2024

Total SCH required for degree:

**120/122**