

ACADEMIC MAP

MARKETING

Bachelor of Business Administration



START HERE

1

SEMESTER 1 - FALL	CREDITS	COMPLETED
BUSI 0011 COB STUDENT CODE OF ETHICS AND PLAGIARISM	0	
CREATIVE ARTS CORE REQUIREMENT	3	
ECON 2301 MACROECONOMICS PRINCIPLES	3	
ENGL 1301 WRITING AND RHETORIC I	3	
HIST 1301 U.S. HISTORY TO 1865	3	
LIFE & PHYSICAL SCIENCE CORE REQUIREMENT	3	
UNIV 1101 UNIVERSITY SEMINAR I	1	

TOTAL CREDITS: 16

2

SEMESTER 2 - SPRING	CREDITS	COMPLETED
COMM 1311 FOUNDATION OF COMMUNICATION	3	
HIST 1302 U.S. HISTORY SINCE 1865	3	
ECON 2302 MICROECONOMICS PRINCIPLES	3	
LANGUAGE, PHILOSOPHY & CULTURE CORE REQUIREMENT	3	
MATH 1324 MATHEMATICS FOR BUSINESS AND SOCIAL SCIENCES	3	
UNIV 1102 UNIVERSITY SEMINAR II	1	

TOTAL CREDITS: 16

YEAR 1

3

SEMESTER 3 - FALL	CREDITS	COMPLETED
ACCT 2301 FINANCIAL ACCOUNTING	3	
BUSINESS ELECTIVE	3	
COMPONENT AREA OPTION CORE REQUIREMENT	3	
MATH 1325 CALCULUS FOR BUSINESS & SOCIAL SCIENCES	3	
POLS 2305 U.S. GOVERNMENT AND POLITICS	3	

TOTAL CREDITS: 15

4

SEMESTER 4 - SPRING	CREDITS	COMPLETED
ACCT 2302 MANAGERIAL ACCOUNTING	3	
COMPONENT AREA OPTION CORE REQUIREMENT	3	
LIFE & PHYSICAL SCIENCE CORE REQUIREMENT	3	
MISY 2305 COMPUTER APPLICATIONS IN BUSINESS	3	
POLS 2306 STATE AND LOCAL GOVERNMENT	3	

TOTAL CREDITS: 15

YEAR 2

5

SEMESTER 5 - FALL	CREDITS	COMPLETED
MGMT 3310 PRINCIPLES OF MANAGEMENT	3	
ORMS 3310 DATA ANALYSIS AND STATISTICS	3	
MGMT 3315 BUSINESS COMMUNICATIONS	3	
FINA 3310 FINANCIAL MANAGEMENT	3	
MKTG 3310 PRINCIPLES OF MARKETING	3	

TOTAL CREDITS: 15

6

SEMESTER 6 - SPRING	CREDITS	COMPLETED
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	

TOTAL CREDITS: 15

YEAR 3

7

SEMESTER 7 - FALL	CREDITS	COMPLETED
MKTG 3333 DIGITAL MARKETING	3	
OPSY 4314 OPERATIONS MANAGEMENT	3	
MARKETING ELECTIVE	3	
UPPER-LEVEL BUSINESS ELECTIVE	3	
MKTG 4350 MARKETING STRATEGY	3	

TOTAL CREDITS: 15

8

SEMESTER 8 - SPRING	CREDITS	COMPLETED
MGMT 4388 BUSINESS STRATEGY	3	
MARKETING ELECTIVE	3	
MARKETING ELECTIVE	3	
NON-BUSINESS ELECTIVE	3	
UPPER LEVEL BUSINESS ELECTIVE	3	

TOTAL CREDITS: 15

YEAR 4

This is not an official degree plan. It is a guideline for planning your courses. To access a copy of this academic map please visit tamucc.edu/academics/planning/academic-advising/

122 CREDITS | FINISHED!



CAREER MAP

MARKETING

Bachelor of Business Administration



The marketing curriculum is designed to help students prepare for careers in fields such as retailing, distribution, marketing research, advertising, and personal selling. The program provides knowledge and competencies that facilitate acquiring and succeeding in entry-level positions and moving into marketing management positions or business ownership. Emphasis is on development of analytical skills adequate for and appropriate to professional marketing activities in a highly competitive global marketplace. Marketing courses stress problem solving and decision making and the development and implementation of competitive policies and strategies.

CONTACT INFORMATION

Career Counselor:

Career and Professional Development Center
UC 304
361.825.2628 | career.center@tamucc.edu

Internship Coordinator:

Andrew Johnson
OCNR 375
361.825.6012 | andrew.johnson@tamucc.edu

Department Contact:

Department of Management and
Marketing
OCNR
361.825.6045 | cob@tamucc.edu

INTERNSHIP INFORMATION

- Second semester junior standing or above and with a grade point average of 2.75 in upper division work.
 - 9 hours upper division work complete in major, 12 hours of upper division general course work complete can apply to participate in an internship.
 - Students receive three hours of credit for the experience (elective) as well as a grade.
 - The course grade will be assigned by the faculty sponsor who will consider the supervisor evaluation, the oral presentation, and the written report.
 - There will be an end of semester evaluation by the supervisor.
- The work experience:
- Must be in your major.
 - Must consist of a minimum of 120 hours per semester.
 - The salary is negotiated between the employer and student.
- Students will normally perform some routine tasks but need to spend the majority of their time working on a challenging project or function that requires crucial thinking, imagination, originality, common sense, and emphasizes the development of professional skills.

ADDITIONAL SOURCES OF INFORMATION

<https://www.bls.gov/ooh/>

CAREER OPTIONS

- Market Research Analyst
- Account Representative
- Sales Manager
- Sales Representative
- Social Media Manger
- Campaign Manager
- Public Relations Specialist
- Event Planner/Director

STUDENT ORGANIZATIONS

- Dance Marathon
- National Society of Leadership & Success NSLS
- Student Government Association

SKILLS/ATTRIBUTES

- Critical Thinking/Problem Solving
- Teamwork/Collaboration
- Professionalism/Work Ethic
- Oral/Written Communication
- Leadership
- Digital Technology
- Global/Multicultural Fluency
- Marketing Research