

ACADEMIC MAP

MARKETING ONLINE

Bachelor of Business Administration



START HERE>

1		CREDITS	COMPLETED
SEMESTER 1 - FALL			
STUDENTS WILL COMPLETE LOWER DIVISION COURSES AT A COMMUNITY COLLEGE			

2		CREDITS	COMPLETED
SEMESTER 2 - SPRING			
STUDENTS WILL COMPLETE LOWER DIVISION COURSES AT A COMMUNITY COLLEGE			

YEAR 1

3		CREDITS	COMPLETED
SEMESTER 3 - FALL			
STUDENTS WILL COMPLETE LOWER DIVISION COURSES AT A COMMUNITY COLLEGE			

4		CREDITS	COMPLETED
SEMESTER 4 - SPRING			
STUDENTS WILL COMPLETE LOWER DIVISION COURSES AT A COMMUNITY COLLEGE			

YEAR 2

5		CREDITS	COMPLETED
SEMESTER 5 - FALL			
FALL 1- MGMT 3310 PRINCIPLES OF MANAGEMENT	3		
FALL 1- FINA 3310 FINANCIAL MANAGEMENT	3		
FALL 1- BUSI 0011 COB STUDENT CODE OF ETHICS AND PLAGIARISM	0		
FALL 2- MGMT 3315 BUSINESS COMMUNICATIONS	3		
FALL 2- MISY 3310 MANAGEMENT INFORMATION SYSTEMS CONCEPTS	3		

6		CREDITS	COMPLETED
SEMESTER 6 - SPRING			
SPRING 1- MKTG 3310 PRINCIPLES OF MARKETING	3		
SPRING 1- MKTG 3311 PROFESSIONAL SELLING	3		
SPRING 2- MKTG 3333 DIGITAL MARKETING	3		
SPRING 2- ORMS 3310 DATA ANALYSIS AND STATISTICS	3		

YEAR 3

TOTAL CREDITS: 12

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S1		CREDITS	COMPLETED
SEMESTER 6 - SUMMER			
SUMMER 1- MGMT 4315 MULTINATIONAL MANAGEMENT	3		
SUMMER 1- MKTG 3330 CONSUMER BEHAVIOR	3		
SUMMER 2- BLAW 3310 LEGAL ENVIRONMENT OF BUSINESS	3		
SUMMER 2- MKTG 3325 ENTREPRENEURIAL MARKETING	3		

SUMMER

TOTAL CREDITS: 12

7		CREDITS	COMPLETED
SEMESTER 7 - FALL			
FALL 1- MGMT 3370 ENTREPRENEURSHIP, CREATIVITY, INNOVATION	3		
FALL 1- MKTG 4320 MARKETING RESEARCH AND ANALYSIS	3		
FALL 2- OPSY 4314 OPERATIONS MANAGEMENT	3		
FALL 2- MKTG 3315 ADVERTISING AND PROMOTIONAL STRATEGY	3		

TOTAL CREDITS: 12

8		CREDITS	COMPLETED
SEMESTER 8 - SPRING			
SPRING 2- MKTG 4350 MARKETING STRATEGY	3		
SPRING 2- MKTG 4360 SOCIAL MEDIA MARKETING	3		
SPRING 2- MGMT 4388 BUSINESS STRATEGY	3		
SPRING 2- MGMT 4320 LEADERSHIP DEVELOPMENT	3		
SPRING 2- BUSI 0088 GRADUATION REQUIREMENTS REVIEW	0		

YEAR 4

TOTAL CREDITS: 12



CAREER MAP

MARKETING ONLINE

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
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Internship Coordinator:

Andrew Johnson
OCNR 324
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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 Manager
- Campaign Manager
- Public Relations Specialist
- Event Planner/Director

STUDENT ORGANIZATIONS

- 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