

ACADEMIC MAP**Marketing, Bachelor of Business Administration**

First Year			Third Year		
Fall			Fall		
BUSI 0011	COB Orientation	0	MKTG 3310	Principles of Marketing	3
	Creative Arts Core Requirement	3	MGMT 3310	Principles of Management	3
ECON 2301	Macroeconomics Principles	3	MGMT 3315	Business Communications	3
HIST 1301	U.S. History to 1865	3	FINA 3310	Financial Management	3
ENGL 1301	Writing and Rhetoric I	3	ORMS 3310	Data Analysis and Statistics	3
	Life & Physical Science Core Requirement	3		Hours	15
UNIV 1101	University Seminar I	1	Spring		
	Hours	16	BLAW 3310	Legal Environment of Business	3
Spring			MISY 3310	Management Information Systems Concepts	3
COMM 1311	Foundation of Communication	3		International Business Course	3
HIST 1302	U.S. History Since 1865	3	MKTG 3315	Advertising and Promotional Strategy	3
ECON 2302	Microeconomics Principles	3	MKTG 3330	Consumer Behavior	3
	Language, Philosophy & Culture Core Requirement	3		Hours	15
MATH 1324	Mathematics for Business and Social Sciences	3	Fourth Year		
UNIV 1102	University Seminar II	1	Fall		
	Hours	16	OPSY 4314	Operations Management	3
Second Year			MKTG 3333	Digital Marketing	3
Fall				Marketing Elective	3
ACCT 2301	Financial Accounting	3	MKTG 4350	Marketing Strategy	3
	Business Elective	3		Upper-Level Business Elective	3
	Component Area Option Core Requirement	3		Hours	15
MATH 1325	Calculus for Business & Social Sciences	3	Spring		
POLS 2305	U.S. Government and Politics	3		Marketing Elective	3
	Hours	15		Non-Business Elective	3
Spring				Upper-level Business Elective	3
ACCT 2302	Managerial Accounting	3		Marketing Elective	3
	Component Area Option Core Requirement	3	MGMT 4388	Business Strategy	3
	Life & Physical Science Core Requirement	3		Hours	15
MISY 2305	Computer Applications in Business	3	Total Hours		
POLS 2306	State and Local Government	3			122
	Hours	15			



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