

Dr. Sam Pack College of Business

B.B.A. in Marketing

Degree Offered at the Stephenville, Fort Worth, Waco, and Online Locations

Tarleton State



University Center

2024-2025 Texas Common Course Numbering System Advising Guide

YEAR	FIRST SEMESTER						
	TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered	
F I R S T	ENGL 1301 - Composition I	090	ENGL 1301	3	None	F, SP, SU	
	MATH 1314, MATH 1324, MATH 1332, MATH 1342, MATH 2412, or MATH 2413	020	See Advisor	3	See Advisor	Varies	
	TSU Core: Life and Physical Science ¹	030	See Advisor	3	See Advisor	Varies	
	BUSI 1301 - Business Principles	-	BUSI 1301	3	None	F, SP, SU	
	GOVT 2305 - Federal Government	070	GOVT 2305	3	None	F, SP, SU	
	Total Hours			15			
	SECOND SEMESTER						
		TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered
		ENGL 1302 - Composition II	010	ENGL 1302	3	Prereq: ENGL 1301	F, SP, SU
		TSU Core: Life and Physical Science ¹	030	See Advisor	3	See Advisor	Varies
	MATH 1316, MATH 1324, MATH 1325, MATH 2412, or MATH 2413 ³	-	See Advisor	3	See Advisor	Varies	
	HIST 1301 - United States History I	060	HIST 1301	3	None	F, SP, SU	
	ECON 2301 - Principles of Macroeconomics ³	080	ECON 2301	3	Prereq: MATH 1314, MATH 1332, MATH 1324, MATH 2412, MATH 2413, MATH 1342, or concurrent enrollment	F, SP, SU	
	Total Hours			15			
YEAR	FIRST SEMESTER						
	TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered	
S E C O N D	TSU Core: Creative Arts ¹	050	See Advisor	3	See Advisor	Varies	
	GOVT 2306 - Texas Government	070	GOVT 2306	3	None	F, SP, SU	
	HIST 1302 - United States History II	060	HIST 1302	3	None	F, SP, SU	
	ACCT 2301 - Principles of Accounting I - Financial ³	-	ACCT 2301	3	Prereq: MATH 1314, MATH 1332, MATH 1324, MATH 2412, MATH 2413, MATH 1342, or concurrent enrollment	F, SP, SU	
	BCIS 1305 - Business Computer Applications ³	-	BCIS 1305	3	None	F, SP, SU	
	Total Hours			15			
	SECOND SEMESTER						
		TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered
		TSU Core: Language, Philosophy, & Culture ¹	040	See Advisor	3	See Advisor	See Advisor
		TSU Core: Communications ¹	010	See Options	3	None	F, SP, SU
	ACCT 2302 - Principles of Accounting II - Managerial ³	-	ACCT 2302	3	Prereq: ACCT 2301	F, SP, SU	
	ECON 2302 - Principles of Microeconomics ³	-	ECON 2302	3	Prereq: MATH 1314, MATH 1332, MATH 1324, MATH 2412, MATH 2413, MATH 1342, or concurrent enrollment	F, SP, SU	
	TSU Core: Component Area Option ¹	090	See Options	3	See Options	Varies	
	Total Hours			15			
Students have the opportunity to earn an associate degree after successful completion of the courses above							

WI: Writing Intensive Courses

Semester Offered: F = Fall, SP = Spring, SU = Summer

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T H I R D	BUSI 2301 - Business Law I ³	-	BUSI 2301	3	None	F, SP, SU
	BUSI 2305 - Business Statistics ³	-	BUSI 2305	3	Prereq: MATH 1324 or MATH 1314, and BCIS 1305	F, SP, SU
	MGMT 3300 - Principles of Management ³	-	-	3	None	F, SP, SU
	MKTG 3312 - Marketing ³	-	-	3	None	F, SP, SU
	FINC 3301 - Principles of Financial Management ³	-	-	3	Prereq: ACCT 2301, ACCT 2302 and ECON 2301; or ACCT 3300 and ECON 2301	F, SP, SU
	Total Hours			15		
	SECOND SEMESTER					
	TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
	PSYC 2301 - General Psychology ³	080	PSYC 2301	3	None	F, SP, SU
	MKTG 3315 - Personal Selling ³	-	-	3	Prereq: MKTG 3312	F, SP, SU
	BUSI 3312 - Business Communication ³ (WI)	-	-	3	None	F, SP, SU
	MKTG 3316 - Consumer Behavior ³	-	-	3	Prereq: MKTG 3312	F, SP, SU
	Total Hours			15		
YEAR	FIRST SEMESTER					
	TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered
F O U R T H	BCIS 4350 - Management Information Systems ³	-	-	3	Prereq: BCIS 1305 or department head approval	F, SP, SU
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
	MKTG 4315- Marketing Research ³	-	-	3	Prereq: MKTG 3312, and BUSI 2305	F, SP
	BCIS 3315 or BCIS 4090 or BCIS 4379 ³	-	-	3	See Options	Varies
	Total Hours			15		
SECOND SEMESTER						
	TSU Requirement	Core Category	MCC Option	Credit Hours	Pre-Req or Co-Req	Semester offered
	BUSI 4359 - Business Strategy ³ (WI)	-	-	3	Prereq: FINC 3301, BUSI 2305, MGMT 3300, MKTG 3312; or approval of department head	F, SP, SU
	Elective	-	-	3	None	F, SP, SU
	MKTG 4316-Marketing Management ³	-	-	3	Prereq: MKTG 3312, and 6 hours of upper level MKTG	F, SP, SU
	MKTG 4354- International Marketing ³	-	-	3	Prereq: MKTG 3312	F, SP, SU
	MKTG Elective ^{2, 3}	-	-	3	See Options	Varies
	Total Hours			15		

Total Hours: 120

Footnotes:

- 1 - See Tarleton Website for options for this core category: <https://www.tarleton.edu/generaleducation/core-categories/>
- 2 - Consult the Tarleton Catalog and current course schedule for Elective and Advanced Elective options. You may also contact your academic advisor for additional questions.
- 3 - Students must maintain a minimum 2.0 overall GPA in all upper-division work undertaken and a minimum grade of "C" or better in each course in the BBA core and major to remain in good standing.
- 4 - Marketing Elective Options include: MKTG 3317, 3318, 4084, 4086, 4090, 4302, 4312, 4314, or 4389