



Marketing (Bachelor of Business Administration) Texas A&M University-Corpus Christi
 Graduation Plan - Recommended Course Sequence (2024-25)
 4-Year (Full-Time)

Blinn College District Business (A.S.)				Texas A&M University-Corpus Christi Marketing (B.B.A.)			
Freshman		Fall		Junior		Fall	
BUSI 1301*	Business Principles	3		MGMT 3310	Principles of Management	3	
MATH 1324*	Math for Bus & Soc Sciences	3		MGMT 3315	Business Communications	3	
ENGL 1301	Composition I	3		MISY 3310	Management Info. Systems	3	
060-GEN ED	US HISTORY*	3		MKTG 3310	Principles of Marketing	3	
050-GEN ED	CREATIVE ARTS*	3		FINA 3310	Financial Management	3	
EDUC 1100	Learning Framework	1		BUSI 0011	Student Code of Conduct	0	
or UNIV 1101	University Studies						
		TOTAL	16			TOTAL	15
		Spring				Spring	
BCIS 1305	Business Computer Apps	3		MKTG 3311	Professional Selling	3	
ECON 2302	Princ of Microeconomics	3		MKTG 3325	Entrepreneurial Marketing	3	
MATH 1325	Calc for Bus & Soc Sciences	3		MKTG 3330	Buyer Behavior	3	
ENGL 1302	Composition II	3		MGMT 4315	Multinational Management	3	
060-GEN ED	US HISTORY*	3		ELECT	Elective	3	
		TOTAL	15			TOTAL	15
Sophomore		Fall		Senior		Fall	
ECON 2301	Princ of Macroeconomics	3		OPSY 4314	Operations Management	3	
ACCT 2301	Prin of Financial ACCT	3		MKTG 3333	Digital Marketing Fundamentals	3	
GOVT 2305	Federal Government	3		MKTG 4320	Marketing Research	3	
040-GEN ED	HUMANITIES*	3		MKTG 3360	Social Media Marketing	3	
030-GEN ED	NATURAL SCIENCE*	3		ELECT	Elective	3	
		TOTAL	15			TOTAL	15
		Spring				Spring	
ACCT 2302	Prin of Managerial ACCT	3		MKTG 3315	Advertising and Promotion	3	
BUSI 2305*	Business Statistics	3		MKTG 4380	Marketing Strategy	3	
GOVT 2306	Texas Government	3		Business Elective (Upper Level)			3
090-GEN ED	GEN ED OPTION*	2		MGMT 4388	Business Strategy	3	
030-GEN ED	NATURAL SCIENCE*	3		BUSI 2301	Business Law	3	
		TOTAL	14	or BUSI 2371	Legal Environment		
		TOTAL	14			TOTAL	15

Notes

TOTAL CREDIT-ALL TERMS 120

- *Consult with an academic advisor to determine best options
- *Hours required for electives may be reduced if additional hours are taken to fulfill other requirements (e.g., 030-GEN ED Natural Science)
- *MATH 1314/1414 could replace MATH 1324; BUSI 2371/2301 satisfies BLAW 3310 requirement
- *BUSI 2305 satisfies ORMS 3310 requirement
- *BUSI 1301 required for conferral of AS Business Administration;
students may choose to take a different business elective (and receive an AA Liberal Arts instead of the AS-BA)
- *Foreign Language: At least two high school credits in one foreign language or American Sign Language OR two semesters of study with passing grades in a single foreign language or American Sign Language at the college level are required for graduation from Texas A&M University-CC.