



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			Junior		
Fall			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 Frameworks	1	BUSI 0011	Student Code of Conduct	0
		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			Senior		
Fall			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*	3	MGMT 4388	Business Strategy	3
030-GEN ED	NATURAL SCIENCE*	3	BUSI 2301	Business Law	3
		TOTAL 15	or BUSI 2371	Legal Environment	
		TOTAL 15			TOTAL 15

Notes

TOTAL CREDIT-ALL TERMS 121

- *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.