



Marketing (Bachelor of Business Administration) Texas A&M University-Corpus Christi
Graduation Plan - Recommended Course Sequence (2025-26)
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		BAIS 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 4320	Marketing Research	3	
ECON 2302	Princ of Microeconomics	3		MKTG ELECT (Upper-level)		3	
MATH 1325	Calc for Bus & Soc Sciences	3		MKTG ELECT (Upper-level)		3	
ENGL 1302	Composition II	3		MKTG 4340	International Marketing	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 Fund.	3	
GOVT 2305	Federal Government	3		MKTG 3311	Professional Selling	3	
040-GEN ED	HUMANITIES*	3		MKTG 3330	Buyer Behavior	3	
030-GEN ED	NATURAL SCIENCE*	3		ELECT	Elective	3	
		TOTAL	15			TOTAL	15
		Spring				Spring	
ACCT 2302	Prin of Managerial ACCT	3		MKTG ELECT (Upper-level)		3	
BUSI 2305*	Business Statistics	3		MKTG 4380	Marketing Strategy	3	
GOVT 2306	Texas Government	3		Business ELECT (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			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 2 high school credits in 1 foreign language/ASL OR 2 semesters of study with passing grades in a single foreign language/ASL at college level are required to graduate from TAMUCC.

*MKTG Electives=MKTG 3315/MKTG 3325/MKTG 3340/MKTG 3345/MKTG 3360/MKTG 4310/MKTG 4330/MKTG 4340/MKTG 4355