



Marketing (Bachelor of Business Administration) Texas A&M University-Corpus Christi
Graduation Plan - Recommended Course Sequence (2026-27)
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	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			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 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