

Bachelor of Business Administration, Marketing

CORE REQUIREMENTS

Department of Management, Marketing, & Information Systems

936.294.1256

MMM@shsu.edu

Course Name	Hours	TCCNS	SHSU
Communication (6 hours)			
Composition I	3	ENGL 1301	ENGL 1301
Composition II	3	ENGL 1302	ENGL 1302
Mathematics (3 hours)			
Math for Managerial Decision Making	3	MATH 1324	MATH 1324
Life & Physical Sciences (6 hours)			
Choose two courses from your current Texas community college's core approved list.			
Language, Philosophy, & Culture (3 hours)			
Choose one course from your current Texas community college's core approved list.			
Creative Arts (3 hours)			
Choose one course from your current Texas community college's core approved list.			
American History (6 hours)			
United States History to 1876	3	HIST 1301	HIST 1301
United States History since 1876	3	HIST 1302	HIST 1302
Government/Political Science (6 hours)			
American Government	3	GOVT 2305	POLS 2305
Texas Government	3	GOVT 2306	POLS 2306
Social & Behavioral Science (3 hours)			
Choose one course from your current Texas community college's core approved list.			
Component Area Option Recommendations (6 hours)			
Choose two courses from your current Texas community college's core approved list.			

MAJOR REQUIREMENTS

Full degree can be found here: <https://www.shsu.edu/programs/bachelor-of-business-administration-in-marketing/index.html>

Course Name	Hours	TCCNS	SHSU
Business Computer Applications	3	BCIS 1305	MGIS 1305
Principals of Financial Accounting	3	ACCT 2301	ACCT 2301
Principals of Managerial Accounting	3	ACCT 2302	ACCT 2302
Principles of Macroeconomics	3	ECON 2301	ECON 2301
Principles of Microeconomics	3	ECON 2302	ECON 2302
Business Analysis	3	BUSI 2305	BANA 2372

*SHSU accepts a maximum of 70 credit hours: 66 academic hours + 4 hours of activity-based physical education (kinesiology) hours.

Transfer students must take at least 50% of the required business curriculum for the BBA in residence at SHSU.

This can include courses taken at The Woodlands Center campus or through SHSU Online.

Students must earn a 2.0 minimum overall GPA in all coursework, overall major GPA, SHSU GPA, and SHSU major GPA.

A minimum grade of "C" is required in all required Marketing courses taken for the Marketing major.

A minor is not required for this degree program.

1-SHSU College of Business recommends taking ECON 2301 or ECON 2302 to satisfy Component Area VIII (Social and Behavioral Sciences)