# Dallas College logo This is the Dallas College logo for decorative purposes. Texas State University logo. This is the Texas State logo for decorative purposes. TXST Local at Dallas College - Guided Pathway

**Field of Study in Business**

**Bachelor of Business Administration (B.B.A.) Major in Marketing**

**First Year – Dallas College/Texas State University**

Courses taught by Texas State University

| **FIRST SEMESTER** | **SECOND SEMESTER** |
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| **C** ENGL 1301 Composition I (Core 010; “B” or better is required) | **C** ENGL 1302 – Composition II (Core 010; “B” or better is required) |
| **C** MATH 1324 (Core 020; Prerequisite for TXST coursework-“C” or better required) | MATH 1325-Calculus for Business and Social Sciences |
| BUSI 1301 – Business Principles | BCIS 1305 – Business Computer Applications |
| **C** HIST 1301 United States History I (Core 060) | **C** ECON 2302 – Principles of Microeconomics (“C” or better is required) |
| **C** SPCH 1315 (Core 090; Prerequisite for TXST coursework) | BLAW 3301-Legal Environment of Business |
| US 1100 University Seminar | **C** PHED 1164- Introduction to Physical Fitness and Wellness |
| **16 credit hours** | **16 credit hours** |

**Second Year – Dallas College/Texas State University**

Courses taught by Texas State University

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| **FIRST SEMESTER** | **SECOND SEMESTER** |
| **C** BIOL 1408 Biology for Non-Science Majors I (Core 030) | BIOL 1409 – Biology for Non-Science Majors II (Core 030) |
| **C** GOVT 2305 – Federal Government (Core 070) | ACCT 2302 – Principles of Managerial Accounting |
| ACCT 2301 – Principles of Financial Accounting (“C” or better needed) | BUSI 2305 – Business Statistics |
| ECON 2301 – Principles of Macroeconomics (“C” or better needed) | **C** HIST 1302 - United States History II (Core 060) |
| MGT 3303-Management of Organizations | FIN 3312-Business Finance |
| **16 credit hours** | **16 credit hours** |

**Third Year – Texas State University/ Dallas College**

Courses taught by Texas State University

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| **FIRST SEMESTER** | **SECOND SEMESTER** |
| ISAN 3380-Enterprise Information Technology and Business Intelligence | B A 3120-Professional Development II |
| MGT 3353 Business Communication **(WI)** | MKT 3350 Consumer Behavior |
| B A 3110-Professional Development I | MKT 3370 Marketing Research |
| MKT 3343-Principles of Marketing | Business Advanced Elective |
| Open Elective-Any credit bearing course to reach 120 hours | **C** ARTS 1301 - Art Appreciation (Core 050) |
| **C** GOVT 2306-Texas Government (Core 070 | **C** PHIL 2306 - Introduction to Ethics (Core 040) |
| **16 credit hours** | **16 credit hours** |

**Fourth Year – Texas State University**

Courses taught by Texas State University

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| **FIRST SEMESTER** | **SECOND SEMESTER** |
| Open Elective -Any credit bearing course to reach 120 hours | MKT 4337 Marketing Management |
| MKT 4330 Promotional Strategy | Marketing Advanced Elective |
| MKT 3358- Sales Management | Marketing Advanced Elective |
| Business Advanced Elective | MGT 4335-Strategic Management and Business Policy **(WI)** |
|  |  |
| **12 credit hours** | **12 credit hours** |

## Marketing Advanced Elective Options

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| MKT 3340 Entrepreneurial Marketing | MKT 3387 Digital Marketing |
| MKT 3355 Retailing | MKT 3390 Marketing Health Care |
| MKT 3360 Sales Management | MKT 4315 Service Design |
| MKT 3362 Studies in Free Enterprises | MKT 4325 Advanced Topics in Service Marketing |
| MKT 3365 Services Marketing | MKT 4340 Marketing Analytics Foundations |
| MKT 3375 Marketing for Social Change | MKT 4395 Independent Study in Marketing |
| MKT 3380 Sports Marketing | MKT 4397 Directed Study in Marketing |
| MKT 3385 Ethnic and Niche Marketing | MKT 4399 Marketing Internship |

## Business Advanced Electives

The advanced electives in business may be chosen from any 3000-4000 level business course (ACC/B\_A/BLAW/ISAN/ECO/FIN/MGT/MKT/ANLY) not already required in the degree, for which the student meets prerequisites, and available to any business major.

**TXST Bachelor of Business Administration with a Major in Marketing Degree Requirements:**

* Admission Requirements: Specific admission requirements that must be met are based on the total number of college credit hours a student has completed and has posted to their Texas State transcript at the time of application submission. Review [McCoy College of Business](https://advising.mccoy.txst.edu/mccoy-internal-admission.html) website for additional information.
* Students must achieve the following minimum grade-point averages for graduation:
  + a Texas State GPA of 2.00
  + a Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives); and
  + a GPA of 2.0 in the minor(s); and
  + a major GPA of 2.25.
* Nine hours of writing intensive (WI) coursework are required for graduation.
* Students must complete a minimum of 36 advanced hours (3000 or 4000 level courses).
* The number of free electives a student will complete varies, depending on the number of hours needed to satisfy the 120 and/or the 36 advanced or 9 hours writing intensive requirements. Students should consult with the academic advisor before enrolling in any free elective courses to ensure that electives are needed.

**Students should review the catalog entry for the** [**Bachelor of Business Administration (B.B.A.) Major in Marketing**](https://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-bba/) **and meet with an advisor before enrolling in TXST coursework.**