



Central Texas College - Guided Pathway
Business Administration, AS
Bachelor of Business Administration (B.B.A.) Major in Marketing



First Year – Central Texas College/Texas State University

Courses taught by Texas State University

FIRST SEMESTER	SECOND SEMESTER
◌ ENGL 1301 Composition I (Core 010 review McCoy School of Business admission requirements below)	◌ ENGL 1302 – Composition II (Core 010 review McCoy School of Business admission requirements below)
◌ MATH 1324 (Core 020; Prerequisite for TXST coursework-“C” or better required)	MATH 1325-Calculus for Business and Social Sciences (review McCoy School of Business admission requirements below)
◌ BUSI 1301 – Business Principles (core 090)	◌ SPCH 1321 Business and Professional Communication (Core 091; Prerequisite for TXST coursework)
◌ HIST 1301 United States History I (Core 060)	◌ ECON 2301 – Principles of Macroeconomics (“C” or better needed)
BCIS 1305 – Business Computer Applications	MGT 3303-Management of Organizations
US 1100 University Seminar	
16 credit hours	15 credit hours

Second Year – Central Texas College/Texas State University

Courses taught by Texas State University

FIRST SEMESTER	SECOND SEMESTER
◌ 3 hour-Life and Physical Science Core Component 030	◌ 3 hour-Life and Physical Science Core Component 030
◌ 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 2302 – Principles of Microeconomics (“C” or better is required)	◌ HIST 1302 - United States History II (Core 060)
MKT 3343-Principles of Marketing	MGT 3353 Business Communication (WI)
15 credit hours	15 credit hours



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Third Year – Texas State University/ Central Texas College

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FIRST SEMESTER	SECOND SEMESTER
ISAN 3380-Enterprise Information Technology and Business Intelligence	B A 3120-Professional Development II
FIN 3312-Business Finance	MKT 3350 Consumer Behavior
B A 3110-Professional Development I	MKT 3370 Marketing Research
BUSI 2301-Business Law	Open Elective -Any credit bearing course to reach 120 hours
Open Elective-Any credit bearing course to reach 120 hours	◦ Creative Arts Core Component (050)
◦ GOVT 2306-Texas Government (Core 070)	◦ PHIL 2306 - Introduction to Ethics (Core 040)
16 credit hours	16 credit hours

Fourth Year – Texas State University/ Central Texas College

Courses taught by Texas State University

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



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Marketing Advanced Elective Options

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.



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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](#) website for additional information.

Applicant Type	McCoy Admission Requirements
Freshman	Meet requirements for Freshman Assured Admission
Transfer with 1-14 Credit Hours	Must have a 2.0 or higher cumulative GPA Must meet requirements for Freshman Assured Admission
Transfer with 15-29 Credit Hours	Must have a 2.5 or higher cumulative GPA Must have completed ENG 1310 (TCCN: ENG 1301) with a grade of B or better
Any student with 30+ Credit Hours	Must have a 2.5 or higher cumulative GPA Must have completed the following courses with at least one B and two C's: • ENG 1310 (TCCN: ENGL 1301) • ENG 1320 (TCCN: ENGL 1302) or ENG 1321 (TCCN: ENGL 1302) • MATH 1329 (TCCN: MATH 1325), MATH 2471 (TCCN: MATH 2413), or MATH 2472 (TCCN: MATH 2414)

- 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](#) and meet with an advisor before enrolling in TXST coursework.