

**TEXAS WOMAN'S UNIVERSITY**  
**BACHELOR'S DEGREE PLAN FOR THE SCHOOL OF MANAGEMENT**

College: Arts and Sciences Degree: Bachelor of Business Administration Date \_\_\_\_\_

Lname	Fname	MI	ID#
LocAdd	LCity/ST	Lzip	LPh#
PermAdd	PCity/ST	Pzip	PPh#
E-Mail	Grad Date	Catalog Date 07/09	Advisor

**MAJOR: MARKETING**

**MINOR: BUSINESS ADMINISTRATION**

**Core Curriculum & Proficiencies (min. 42 hrs)**  
**Core Complete Per TWU Transcript**

Composition (6 hrs)	Grade
ENG 1013 Comp & Lit	
ENG 1023 Comp & Lit	
<b>Mathematics (6 hrs)</b>	
MATH 1703 Elementary Statistics I	
MATH 1013 Quantitative Literacy	
<b>Natural Science (6-8 hrs)</b>	
<b>Humanities (3 hrs)</b>	
<b>Visual or Performing Arts (3 hrs)</b>	
<b>History &amp; Political Science (12 hrs)</b>	
HIST 1013 U.S. History	
HIST 1023 U.S. History	
GOV 2013 American Government	
GOV 2023 Texas Government	
<b>Multicultural Women's Studies (3 hrs)</b>	
BUS 2803	
<b>Social or Behavioral Science (3 hrs)</b>	
ECO 1013 Principles of Micro Economics	
<b>STATE/UNIVERSITY REQUIREMENTS</b>	
<b>Speech &amp; Computer Proficiency</b>	
BUS 3513 <input type="checkbox"/> SPCH 1013 <input type="checkbox"/>	
CSCI 2433 <input type="checkbox"/> CSCI 1403 <input type="checkbox"/> TEST <input type="checkbox"/>	
<b>Global Perspectives (6 hrs)</b>	
Met by:	
Met by:	
<b>SOM Department Requirements (9 hrs)</b>	
Eco 1023 Principles of Macro Economics	
Math 1713 Elementary Statistics II	
Math 2203 Business Analysis I	

**BBA Core Requirements and Minor (30 hrs)**

Course	Grade
Bus 2043 Fundamentals of Accounting I	
Bus 2053 Fundamentals of Accounting II	
Bus 3003 Principles of Management	
Bus 3013 Business Law & Ethics	
Bus 3053 Business Finance	
Bus 3113 Principles of Marketing	
Bus 3163 Business Communication	
Bus 3533 Mgt Information Systems	
Bus 4333 Business Policy (Final Semester)	
Bus 4543 Quantitative Mgt Analysis	

**Major Concentration Requirements (30 hrs)**

Course	Grade
Bus 3183 International Business	
Bus 4093 Principles of Selling	
Bus 4113 Marketing Research	
Bus 4133 Promotion Strategy	
Bus 4213 Consumer Behavior	
Bus 4553 Advanced Marketing	
(Approved Business Elective)	
(Approved Business Elective)	
(Approved Business Elective)	
(Approved Business Elective)	

*Notes: Approved Business Electives are Business &/or Economics courses, 3000 or above, with the advanced approval of business advisor. Business Co-op hours may be used for up to six hours of Approved Business Electives.*

**Additional Courses/Electives**

Course	Grade
Elective hours as needed to bring total hours up to 120.	

**MINIMUM TOTAL HOURS: 120**