

**DILLARD COLLEGE OF BUSINESS ADMINISTRATION  
2022-2023 DEGREE PLAN FOR A BBA WITH A MAJOR IN  
MARKETING**

08/22/2022

Last Name _____	First _____	Middle _____	Mustangs ID _____	Date of Graduation _____
TSI Test: Writing _____; Reading _____; Mathematics _____ & _____			Writing Proficiency Exam: Taken _____; Passed _____; ENGL 2113 _____	
Developmental Courses: ENGL _____; MATH _____; MATH _____			Initial Holds: ABR _____; Athlete _____; Meningitis _____; VA _____	

**UNIVERSITY CORE<sup>9</sup>** 27-31 semester hours:  
**LIFE AND PHYSICAL SCIENCES<sup>1</sup>** 6-8 semester hours:  
 \_\_\_\_\_  
 \_\_\_\_\_  
**LANGUAGE, PHILOSOPHY AND CULTURE<sup>2</sup>** 3-4 semester hours:  
 \_\_\_\_\_  
**CREATIVE ARTS<sup>3</sup>** 3 semester hours  
 \_\_\_\_\_  
**AMERICAN HISTORY** 6 semester hours:  
 HIST 1133 American History to 1865.....  
 HIST 1233 American History since 1865.....  
**GOVERNMENT/POLITICAL SCIENCE** 6 semester hours:  
 POLS 1333 American Government.....  
 POLS 1433 American Government.....  
**COMPONENT AREA OPTION – Cultural and Global Understanding<sup>4</sup>**  
 3-4 semester hours:  
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**BUSINESS CORE<sup>9</sup>** 27 semester hours:  
 BUAD 1033 Foundations of Business (CAO - Undergrad. Inq. & Creativity\*).....  
 ENGL 1143 (Comm.\*) (C or higher).....  
 ENGL 1153, 2123, 2203; MCOM 1243, 2403; or SPCH 1133, 2423 (Comm.\*).....  
 MATH 1203 Math Analysis for Business or 1233 College Algebra (Math\*).....  
 ACCT 2143 Financial Accounting.....  
 ACCT 2243 Managerial Accounting.....  
 MIS 2003 Information Technology Concepts for Business.....  
 ECON 2333 Macroeconomic Principles (Social & Behavioral Sciences\*).....  
 ECON 2433 Microeconomic Principles.....

To matriculate to the upper division business curriculum (i.e. Professional Business Core<sup>5</sup>), students must have completed all nine (27 semester hours) of the Business Core<sup>9</sup> courses listed above (with an overall GPA of 2.2) and have completed an additional 15 hours in the University Core<sup>9</sup>.

**PROFESSIONAL WRITING FOR BUSINESS** 3 semester hours:  
 ENGL 2223.....

**PROFESSIONAL BUSINESS CORE<sup>5</sup>** 27 semester hours:  
 MGMT 3013 Organizational Behavior.....  
 BUAD 3033 Business & Economic Statistics.....  
 MIS 3003 Management Information Systems.....  
 LSBA 3233 Legal & Ethical Environment of Business.....  
 MGMT 3453 Operations Management.....  
 MKTG 3723 Principles of Marketing.....  
 FINC 3733 Business Finance.....  
 International Component<sup>6</sup>.....  
 MGMT 4853 Strategic Management<sup>7</sup> (Graduating Seniors only!).....

**APPROVED ELECTIVES<sup>8</sup>** to reach a total of 120 hours:  
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 \_\_\_\_\_  
 \_\_\_\_\_

**COURSES FOR MAJOR IN MARKETING** 30 semester hours:  
 MKTG 3763 Professional Selling.....  
 MKTG 3823 Consumer Behavior.....  
 MKTG 4143 Marketing Research.....  
 MKTG 4423 Marketing Analytics in Practice.....  
 MKTG 4753 Marketing Strategy.....  
 3000-4000 level Elective from other Colleges.....  
 3000-4000 level Dillard College Elective.....

**MARKETING ELECTIVES** Choose three of the following courses:  
 MKTG 3743 Digital and Social Media Marketing.....  
 MKTG 4203 Promotion Management.....  
 MKTG 4223 Retailing.....  
 MKTG 4403 Advanced Digital Marketing.....  
 MKTG 4413 Predictive Marketing Analysis.....  
 MKTG 4551, 4552 4553 Independent Study in Marketing.....  
 MKTG 4723 Services Marketing.....  
 MKTG 4643 International Marketing.....  
 MKTG 4663 Special Topics in Marketing.....  
 MKTG 4891, 4892, 4893 Internship in Marketing.....  
 MGMT 3783 Entrepreneurship and Management of Small Enterprises.....  
 MIS 3203 Electronic Commerce.....  
 BUAD 4993 International Issues in Business.....

*I have read and understand this is not an official record of work taken and it does not supersede catalog requirements for which I am fully responsible.*

\_\_\_\_\_  
 Student signature  
 Approvals:  
 \_\_\_\_\_  
 Staff/Faculty Advisor

\_\_\_\_\_  
 Date  
 \_\_\_\_\_  
 Department Chair

\_\_\_\_\_  
 Dean

See back of page for endnotes and suggested course of study.

**ADDITIONAL INFORMATION**

This degree plan will be filed in accordance with Tex. Educ. Code Sec. 51.9685 and does not supersede catalog and admission requirements for the Dillard College of Business Administration. The student is held responsible for meeting all requirements of the catalog selected for graduation. The approved University Core Classes for 2021-2022 are available August of 2021 and may be slightly different.

- <sup>1</sup> The **Life and Physical Sciences** requirement may be fulfilled by taking any two of the following courses, and their respective labs, if applicable: BIOL 1013, 1023, 1103, 1114, 1133, 1134, 1144, 1214, 1233, 1234, 1544, CHEM 1103, 1143, 1243, 1303, ENSC 1114, GEOS 1134, 1234, GNCS 1104, 1204, PHYS 1144, 1244, 1533, 1624, 2644.
- <sup>2</sup> The **Language, Philosophy and Culture** requirement may be fulfilled by taking one of the following courses: ENGL 2413, 2423, 2613, 2623, 2813, 2823, FREN 1134, GERM 1134, HIST 1333, 1353, 1433, 1453, HUMN 2013, 2023, 2033, 2043, PHIL 1033, 2033, 2133, 2213, 2223, 2333, SPAN 1134.
- <sup>3</sup> The **Creative Arts** requirement may be fulfilled by one of the following courses: ART 1413, MCOM 2213, MUSC 1033, 1043, 2733, THEA 1113, 1503, 2423.
- <sup>4</sup> The **Cultural and Global Understanding** requirement may be fulfilled by one of the following courses: EDUC 2013, FREN 1234, GERM 1234, HIST 1353, 1453, HSHS 1013, HUMN 2013, 2023, 2033, 2043, GLBS 2503, LATS 2503, MCOM 1233, 2523, MUSC 2733, POLS 2523, SOCL 2233, SPAN 1234, WGST 2503.
- <sup>5</sup> Students must complete all nine (27 semester hours) of the **Professional Business Core** with an overall GPA of 2.0 in those courses.
- <sup>6</sup> The **International Component** requirement may be fulfilled by one of the following courses: AGBU 4643, ECON 4643, 4723, MGMT 3353, MKTG 4643<sup>10</sup>, BUAD 4993, POLS 4333, 4653. No course can be counted as **International Component** and as **Courses for Major in Marketing**.
- <sup>7</sup> The MGMT 4853 Strategic Management course is restricted to graduating seniors only and must be taken during the student's final semester.
- <sup>8</sup> Approved electives may be upper or lower division courses from any college on campus, and must be approved by the student's advisor. Developmental courses and EXPH activity courses cannot be counted as electives.
- <sup>9</sup> In order to matriculate to the upper division business curriculum (i.e. **Professional Business Core**<sup>5</sup>), students must complete the DCOBA Admissions Application to be admitted. Additionally, students must complete all nine (27 semester hours) of the **Business Core** courses with an overall GPA on those courses of 2.2, and have completed an additional 15 hours in the **University Core**.

**\*NOTE:** By completing the **Business Core**<sup>9</sup> courses, the following **University Core**<sup>9</sup> requirements have also been satisfied: Communications, Mathematics, Social & Behavioral Sciences, and Component Area Option – Undergraduate Inquiry & Creativity.

**EXAMPLE PROGRAM OF STUDY**

The following program is not an exact prescription of when to take classes. Each student is unique based on factors such as courses transferred in, summer school progress, and/or developmental course requirements. Furthermore, course seat availability and student course load preferences play into framing a student's course of study. It is important, however, to pay attention to the semesters in which upper level major courses are offered.

**Freshman year, first semester**

ENGL 1143	3
MATH 1203 Analysis for Business or MATH 1233 College Algebra	3
BUAD 1033 Foundations of Business	3
POLS 1333 American Government	3
Creative Arts <sup>3</sup>	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15</b>

**Freshman year, second semester**

ENGL 1153, 2123, 2203; MCOM 1243, 2403; or SPCH 1133, 2423	3
ACCT 2143 Financial Accounting	3
MIS 2003 Info. Tech. Concepts for Business	3
ECON 2333 Macroeconomics	3
POLS 1433 American Government	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15</b>

**Sophomore year, first semester**

ACCT 2243 Managerial Accounting	3
ECON 2433 Microeconomics	3
Language, Philosophy & Culture <sup>2</sup>	3 to 4
HIST 1133 American History to 1865	3
Life & Physical Sciences <sup>1</sup>	<u>3 to 4</u>
<b>SEMESTER HOURS</b>	<b>15 to 17</b>

**Sophomore year, second semester**

ENGL 2223 Professional Writing for Business	3
Life & Physical Sciences <sup>1</sup>	3 to 4
CGU Cultural & Global Understanding <sup>4</sup>	3 to 4
HIST 1233 American History since 1865	3
MKTG 3723 Principles of Marketing	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15 to 17</b>

**Junior year, first semester**

MKTG Elective	3
BUAD 3033 Business & Economic Statistics	3
MIS 3003 Management Information Systems	3
MGMT 3013 Organizational Behavior	3
3000-4000 level Elective from Other Colleges	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15</b>

**Junior year, second semester**

MKTG 3763 Professional Selling	3
MKTG 3823 Consumer Behavior	3
FINC 3733 Business Finance	3
MKTG 3943 Marketing Metrics	3
MKTG Elective	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15</b>

**Senior year, first semester**

MKTG 4143 Marketing Research	3
MGMT 3453 Operations Management	3
LSBA Legal & Ethical Environment of Business	3
3000-4000 level Dillard Elective	3
Approved Elective <sup>8</sup> (if needed)	<u>3</u>
<b>SEMESTER HOURS</b>	<b>15</b>

**Senior year, second semester**

MKTG 4753 Marketing Strategy	3
MKTG Elective	3
MGMT 4853 Strategic Management <sup>7</sup>	3
International Component <sup>6</sup>	3
Approved Elective <sup>8</sup> (if needed)	<u>3 to 6</u>
<b>SEMESTER HOURS</b>	<b>12 to 15</b>