2026-2027 DEGREE PLAN FOR A BBA WITH A MAJOR IN MARKETING
DILLARD COLLEGE OF BUSINESS ADMINISTRATION

Student Information

Name (Last, First, Middle): **Mustang ID:** **Date of Graduation:**

TSI Test: Writing: Reading: Math: **Advise Grp:** Intl: Parent: ABR: Athlete: VA/Mil:

Developmental Courses: ENGL 0010/0043: MATH 0003: MATH 0203/0233:

Note: There are blank cells in the tables of this document. These blank cells are meant to be filled in by the user.

University Core, 27-31 Semester Hours

Course	Grade
LIFE AND PHYSICAL SCIENCES, 6-8 Hours	-
LANGUAGE, PHILOSOPHY AND CULTURE, 3-4 Hours	-
CREATIVE ARTS, 3 Hours	-
AMERICAN HISTORY, 6 Hours	-
HIST 1133 American History to 1865	
HIST 1233 American History since 1865	
GOVERNMENT/POLITICAL SCIENCE, 6 Hours	-
POLS 1333 American Government	
POLS 1433 American Government	
COMPONENT AREA OPTION – CULTURAL AND GLOBAL UNDERSTANDING, 3-4 Hours	-

Business Core, 27 Semester Hours

Course	Grade
BUAD 1033 Foundations of Business (CAO – Undergrad. Inq. & Creativity)	
ENGL 1143 (Comm.)	
ENGL 1153, 2123, 2203; MCOM 2243, 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), students must have completed all nine (27 semester hours) of the Business Core courses listed above (with an overall GPA of 2.2) and have completed an additional 15 hours in the University Core. ***

Professional Writing for Business, 3 Semester Hours

Course	Grade
ENGL 2223 Professional Writing for Business	

Professional Business Core, 27 Semester Hours

Course	Grade
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	
MGMT 4853 Strategic Mgmt. (Graduating Seniors only!)	

Approved Electives (to reach a total of 120 hours)

Course	Grade

Courses for Major in Marketing, 27 Semester Hours

Course	Grade
MKTG 3763 Professional Selling	
MKTG 3823 Consumer Behavior	
MKTG 4423 Marketing Analytics and Research	
MKTG 4643 International Marketing	
MKTG 4753 Marketing Strategy	
3000-4000 level Dillard College Elective	
MARKETING ELECTIVES (Choose three)	-
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 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: Date: Advisor Signature: Date:

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 2026-2027 are available August of 2026 and may be slightly different. Revised September 15, 2026 to reflect Academic Council actions of December 2024 and November 2025.

- 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, 1214, 1233, 1234, 1544, CHEM 1103, 1143, 1243, 1303, ENSC 1114, GEOS 1134, 1234, GNSC 1104, 1204, PHYS 1144, 1244, 1533, 1624, 2644.
- 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, 1533, 2033, 2133, 2213, 2223, 2333, 2503, 2513, SPAN 1134.
- 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.
- The Cultural and Global Understanding requirement may be fulfilled by one of the following courses: ART 1613, CMPS 1023, EDUC 2013, FREN 1234, GERM 1234, GLBS 2503, HIST 1353, 1453, HSHS 1013, 2013, HUMN 2013, 2023, 2033, 2043, MCOM 1233, 2523, MUSC 1043, 2733, PHIL 2503, 2513, POLS 2523, SOCL 2233, SPAN 1234, WGST 2503.
- Students must complete all nine (27 semester hours) of the Professional Business Core with an overall GPA of 2.0 in those courses.
- The International Component requirement may be fulfilled by one of the following courses: AGBU 4643, ECON 4643, ECON 4723, MGMT 3353, MKTG 4643, BUAD 4993, POLS 4333, 4653. No course can be counted as International Component and as Courses for Major in Marketing.
- The MGMT 4853 Strategic Management course is restricted to graduating seniors only and must be taken during the student's final semester.
- 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.
- In order to matriculate to the upper division business curriculum (i.e. Professional Business Core), 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.
- ECON 4643 International Economics and Finance course fulfills a requirement in the major, therefore it cannot fulfill the International Component6.
- Any Course not chosen in Electives I can be used for Electives II.

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

Example Program of Study

Please note that this 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 availability and student course load preferences play into the framing of a student's course of study.

Freshman Year, First Semester	
MATH 1203 Analysis for Business or MATH 1233 College Algebra	3
ENGL 1143	3
BUAD 1033 Foundations of Business	3
POLS 1333 American Government	3
Creative Arts Course	3
Semester Hours	**15**

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	3
Semester Hours	**15**

Sophomore Year, First Semester	
ACCT 2243 Managerial Accounting	3
ECON 2433 Microeconomics	3
Language, Philosophy & Culture Course	3 to 4
HIST 1133 American History to 1865	3
Life & Physical Science Course	3 to 4
Semester Hours	**15 to 17**

Sophomore Year, Second Semester	
ENGL 2223 Professional Writing for Business	3
MKTG 3723 Principles of Marketing	3
Life and Physical Science Course	3 to 4
Cultural & Global Understanding Course	3 to 4
HIST 1233 American History since 1865	
Semester Hours	**15 to 17**

Junior Year, First Semester	
MKTG 3823 Consumer Behavior	3
BUAD 3033 Business & Economic Statistics	3
MIS 3003 Management Information Systems	3
MGMT 3013 Organizational Behavior	3
MKTG 4643 International Marketing	3
Semester Hours	**15**

Junior Year, Second Semester	
MKTG 3763 Professional Selling	3
MKTG Elective	3
FINC 3733 Business Finance	3
MKTG 4423 Marketing Analytics and Research	3
LSBA 3233 Legal & Ethical Environment of Business	3
Semester Hours	**15**

Senior Year, First Semester	
MKTG Elective	3
3000-4000 level Dillard Elective	3
Approved Elective (if needed)	3
MGMT 3453 Operations Management	3
Approved Elective (if needed)	3
Semester Hours	**15**

Senior Year, Second Semester	
MKTG 4753 Marketing Strategy	3
MKTG Elective	3
International Component	3
MGMT 4853 Strategic Management	3
Approved Elective (if needed)	3
Semester Hours	**15**

For additional information, contact an academic advisor or visit our web page (msutexas.edu/academics/business).