

**HOUSTON BAPTIST UNIVERSITY DEGREE PROGRAM PLAN
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MARKETING MAJOR**

NAME: _____ H# _____ DATE: _____

CATALOG YEAR: **2022/2023**

Candidates for a single major undergraduate baccalaureate degree must complete a total of at least 125 credit hours along with the following requirements:

- No fewer than 30 semester hours of upper / advanced level (3000 or 4000) courses.
- No more than 6 credit hours in Kinesiology activity courses or other student activity hours will count towards the 125 credit hour requirement.
- Complete the Liberal Arts Core Requirements (certain majors may have their own prescribed Liberal Arts Core Requirements--please see your advisor in your major.)
- Complete a minimum of 30 hours or 25% of the required hours, whichever is greater, of residency at HBU including at least 12 advanced credit hours in the major.
- Cumulative GPA of at least 2.00 with no grade below "C" in courses required for the major.
- If completing a MINOR, at least 9 upper level hours of RESIDENCY at HBU included in the MINOR w/grade of C or higher in all courses.

Once admitted and enrolled at HBU, each student MUST:

- Receive prior approval for any courses taken at another college (once an undergraduate student has enrolled at HBU, no more than 18 semester hours total will be accepted for transfer credit.)
- File a degree plan with the Registrar's Office before 64 credit hours have been completed.
- File a graduation application at least one (1) semester before anticipated date of graduation.

LIBERAL ARTS CORE REQUIREMENTS:

*** Indicates course must be completed with a "C" or higher

| COURSES | Hours | COURSES | Hours |
|---|-------|---|-----------|
| *ENGL 1313 Composition and Literature I | 3 | *MATH 1313 College Algebra (required) | 3 |
| *ENGL 1323 Composition and Literature II | 3 | GOVT 2313 American and Texas Government | 3 |
| ENGL 2315 or 2325 Great Works of Literature I or II | 3 | HIST 2311 Western Civilization I | 3 |
| PSYC 1313 General Psychology | 3 | HISTORY: Choose 1 from HIST 2312, HIST 2313 or HIST 2323 | 3 |
| PHIL 1313 Introduction to Philosophy | 3 | ART 2343 Art Appreciation or MUSI 1331 Music Appreciation | 3 |
| Natural Science & Lab | 4 | COMM 1323 Rhetoric and Public Speaking | 3 |
| CHRI 1301 Introduction to the Bible | 3 | | |
| CHRI 2373 Christian Theology and Tradition | 3 | TOTAL HOURS IN LIBERAL ARTS CORE | 43 |

Students transferring to Houston Baptist University with 45 hours or more of transferable college credit are only required to take CHRI 3300, *Introduction to the Christian Faith*, to meet their Liberal Arts Core Curriculum Christianity requirements.

MAJOR REQUIREMENTS: All courses within major must be completed with a "C" or higher.

| COURSE NO. | COURSE NAME | HOURS |
|--------------------------------|---|------------|
| ACCT 2301 | Principles of Accounting I | 3 |
| ACCT 2303 | Principles of Accounting II | 3 |
| BUSA 1305 | The World of Business | 3 |
| BUSA 2301 | Business Math | 3 |
| BUSA 2315 | Business Statistics | 3 |
| BUSA 2320 | Legal Environment of Business | 3 |
| BUSA 3315 | Spreadsheet Modeling with Business Applications | 3 |
| PHIL 3320 | Business Ethics | 3 |
| ECON 2311 | Micro Economics | 3 |
| ECON 2312 | Macro Economics | 3 |
| FINA 3320 | Corporate Finance | 3 |
| MIS 3330 | Information Systems and Business Analytics | 3 |
| MGMT 3302 | Principles of Management | 3 |
| MGMT 3308 | Business Stewardship | 3 |
| MKTG 3301 | Principles of Marketing | 3 |
| MGMT 4396 | Global Business Strategy | 3 |
| Total BBA Core Hours | | 48 |
| MKTG 3310 | Consumer Behavior | 3 |
| MKTG 3313 | Social Media Marketing | 3 |
| MKTG 3333 | Sports, Entertainment & Event Marketing | 3 |
| MKTG 4330 | International Marketing | 3 |
| MKTG 4336 | Principles of Advertising | 3 |
| MKTG 4340 | Marketing Internship | 3 |
| MKTG 4350 | Marketing Research | 3 |
| MKTG 4360 | Marketing Strategy | 3 |
| Total Hours in Major | | 72 |
| Elective Hours Required | | 10 |
| TOTAL HOURS IN DEGREE | | 125 |

OTHER GRADUATION REQUIREMENTS

Any departmental Exit Exams.

Community Life & Worship (CLW): 80 credits by graduation (Worship Events - at least 50 CLW credits & Community Life Events -- no more than 30 CLW credits)

A max of 60 CLW credits can be earned through CLEP, dual credits & transfer credit that is accepted through the HBU Registrar.

FYS 1300 (freshmen only) - Required for all students entering with less than 32 completed semester hours credit.

100% online students will take a three hour course, **ONLN 1300** Introduction to Online Learning, in place of FYS 1300.

APPROVED BY:

ADVISOR _____ DATE _____

I HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN

DEAN OF COLLEGE _____ DATE _____

STUDENT SIGNATURE _____ DATE _____

THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS PROCESSED BY _____ DATE _____