

ACADEMIC MAP

Marketing, Bachelor of Business Administration



First Year

Fall		Hours
BUSI 0011	COB Orientation	0
Creative Arts Core Requirement		3
ECON 2301	Macroeconomics Principles	3
HIST 1301	U.S. History to 1865	3
ENGL 1301	Writing and Rhetoric I	3
Life & Physical Science Core Requirement		3
UNIV 1101	University Seminar I	1

Hours 16

Spring

COMM 1311	Foundation of Communication	3
HIST 1302	U.S. History Since 1865	3
ECON 2302	Microeconomics Principles	3
Language, Philosophy & Culture Core Requirement		3
MATH 1324	Mathematics for Business and Social Sciences	3
UNIV 1102	University Seminar II	1

Hours 16

Second Year

Fall

ACCT 2301	Financial Accounting	3
Business Elective		3
Component Area Option Core Requirement		3
MATH 1325	Calculus for Business & Social Sciences	3
POLS 2305	U.S. Government and Politics	3

Hours 15

Spring

ACCT 2302	Managerial Accounting	3
Component Area Option Core Requirement		3
Life & Physical Science Core Requirement		3
BAIS 2301	Computer Applications in Business	3
POLS 2306	State and Local Government	3

Hours 15

Third Year

Fall

MKTG 3310	Principles of Marketing	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications	3
FINA 3310	Financial Management	3
BAIS 3311	Data Analysis and Statistics	3

Hours 15

Spring

MKTG 3311	Professional Selling	3
MKTG 3330	Consumer Behavior	3
MKTG 4340	International Marketing (for Marketing Major)	3
BAIS 3310	Management Information Systems Concepts	3
BLAW 3310	Legal Environment of Business	3

Hours 15

Fourth Year

Fall

OPSY 4314	Operations Management	3
MKTG 3333	Digital Marketing Fundamentals	3
Marketing Elective		3
MKTG 4380	Marketing Strategy	3
Upper-Level Business Elective		3

Hours 15

Spring

Marketing Elective		3
Non-Business Elective		3
Upper-level Business Elective		3
Marketing Elective		3
MGMT 4388	Business Strategy	3

Hours 15

Total Hours 122



CAREER MAP

MARKETING

Bachelor of Business Administration



The marketing curriculum is designed to help students prepare for careers in fields such as retailing, distribution, marketing research, advertising, and personal selling. The program provides knowledge and competencies that facilitate acquiring and succeeding in entry-level positions and moving into marketing management positions or business ownership. Emphasis is on development of analytical skills adequate for and appropriate to professional marketing activities in a highly competitive global marketplace. Marketing courses stress problem solving and decision making and the development and implementation of competitive policies and strategies.

CONTACT INFORMATION

Career Counselor:

Career and Professional Development
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Internship Coordinator:

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Department of Management and
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CAREER OPTIONS

- Market Research Analyst
- Account Representative
- Sales Manager
- Sales Representative
- Social Media Manger
- Campaign Manager
- Public Relations Specialist
- Event Planner/Director

SKILLS/ATTRIBUTES

- Critical thinking/Problem Solving
- Teamwork/Collaboration
- Professionalism/Work Ethic
- Oral/Written Communication
- Leadership
- Digital Technology
- Global/Multicultural Fluency
- Marketing Research

INTERNSHIP INFORMATION

- Second semester junior standing or above and with a grade point average of 2.75 in upper division work.
- 9 hours upper division work complete in major, 12 hours of upper division general course work complete can apply to participate in an internship.
- Students receive three hours of credit for the experience (elective) as well as a grade.
- The course grade will be assigned by the faculty sponsor who will consider the supervisor evaluation, the oral presentation, and the written report.
- There will be an end of semester evaluation by the supervisor. The work experience:
 - Must be in your major.
 - Must consist of a minimum of 120 hours per semester.
 - The salary is negotiated between the employer and student. Students will normally perform some routine tasks but need to spend the majority of their time working on a challenging project or function that requires crucial thinking, imagination, originality, common sense, and emphasizes the development of professional skills.

STUDENT ORGANIZATIONS

- Islander American Marketing Association
- National Society of Leadership & Success NSLS
- Student Government Association

ADDITIONAL SOURCES OF INFORMATION

<https://www.bls.gov/ooh/>

This content is subject to change. Please check our website to receive the most up to date information:
<https://www.tamucc.edu/institutional-advancement/career-center/>