

# MARKETING, BBA

## Program Description

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 market place. Marketing courses stress problem solving and decision making and the development and implementation of competitive policies and strategies.

Complete the Business Foundation Curriculum in the freshman and sophomore years.

## BBA Student Learning Goals and Objectives

- G1. To Be Effective Communicators
  - O1. Students will demonstrate the ability to identify the appropriate message purpose, select appropriate organization, provide sufficient supporting details, and use effective mechanics.
  - O2. Students will demonstrate the ability to prepare (content, presentation and media) and deliver (verbally and nonverbally) a professional presentation.
- G2. To Be Competent in Business Practices
  - O1. Students will demonstrate knowledge of key business theories and concepts and will apply these business theories and concepts correctly.
  - O2. Students demonstrate the ability to incorporate theories, concepts, and practices across multiple disciplines to produce practical answers.
  - O3. Students will effectively analyze data.
- G3. To Be Good Decision Makers
  - O1. Students will demonstrate the ability to identify valid, reliable and important information applicable to the issue being studied.
  - O2. Students will demonstrate the ability to analyze multiple responses to issues.
  - O3. Students will demonstrate the ability to determine and support an appropriate decision.
- G4. To Be Good Citizens
  - O1. Students will demonstrate the ability to identify ethical concepts.

In addition, all Marketing Majors will demonstrate knowledge of key marketing theories and concepts, and the ability to apply these theories and concepts.

## BBA Marketing Online Completion

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 market place. Marketing courses stress problem solving and decision making and the development and implementation of competitive policies and strategies. An On-Campus format provides a mix of online, face-to-face, and blended courses. An Online completion format provides 60 hours of online courses. The course schedule for the Online BBA-Marketing option will differ from on-campus course offerings and may not include all course options available to on-campus students.

## Entry Requirements

Applicants who have completed 42 hours with a GPA of 2.0 or higher may be accepted into the Online Marketing BBA Completion Program.

Students may transition into the upper division course sequence as they complete the University Core Curriculum and 60 hours including the following courses or their equivalents:

Code	Title	Hours
ACCT 2301	Financial Accounting	3
ACCT 2302	Managerial Accounting	3
ECON 2302	Microeconomics Principles *	3
MATH 1325	Calculus for Business & Social Sciences	3
MISY 2305	Computer Applications in Business *	3
Non-Business elective		3

All Business majors are required to complete the following courses as part of their University Core Curriculum Program:

ECON 2301	Macroeconomics Principles *	3
MATH 1324	Mathematics for Business and Social Sciences (Higher level mathematics course may be accepted as a substitute with approval)	3

\* Online offering

## General Requirements for BBA Degree

Requirements	Credit Hours
Core Curriculum Program ( <a href="http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/">http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/</a> )	42
First-Year Seminars (when applicable) <sup>1</sup>	0-2
Business Core	45
Marketing Major Requirements	24
Electives	9
<b>Total Credit Hours</b>	<b>120-122</b>

<sup>1</sup> Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 First-Year Seminar I (1 sch)
- UNIV 1102 First-Year Seminar II (1 sch)

## Program Requirements

Code	Title	Hours
<b>Full-time, First-Year Students</b>		
UNIV 1101	First-Year Seminar I *	1
UNIV 1102	First-Year Seminar II *	1
<b>Core Curriculum Program</b>		

University Core Curriculum 42

Business majors are required to complete the following courses as part of their University Core Curriculum Program:

ECON 2301	Macroeconomics Principles *	
MATH 1324	Mathematics for Business and Social Sciences <sup>1</sup>	

#### Business Core

BUSI 0011	Cob Student Code of Ethics and Plagiarism <sup>2,*</sup>	0
ACCT 2301	Financial Accounting	3
ACCT 2302	Managerial Accounting	3
BLAW 3310	Legal Environment of Business *	3
BUSI 0088	Graduation Requirements Review	0
ECON 2302	Microeconomics Principles *	3
FINA 3310	Financial Management *	3
MATH 1325	Calculus for Business & Social Sciences <sup>1</sup>	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications *	3
MGMT 4388	Business Strategy *	3
MISY 2305	Computer Applications in Business *	3
MISY 3310	Management Information Systems Concepts <sup>*,^</sup>	3
MKTG 3310	Principles of Marketing *	3
OPSY 4314	Operations Management *	3
ORMS 3310	Data Analysis and Statistics *	3

#### International Business Course

Select one of the following depending on major: 3

ACCT 3315	MULTINATIONAL ENTITIES: ACCOUNTING AND CONSOLIDATIONS (for Accounting Major) <sup>3,*</sup>	
ECON 3315	International Economic Issues (for Business Economics Major)	
FINA 4315	International Finance (for Finance Major)	
MGMT 4315	Multinational Management (for Management Major) *	
BUSI 4310	International Business (for all other Majors)	

#### Marketing Major Requirements

MKTG 3315	Advertising and Promotional Strategy *	3
MKTG 3330	Consumer Behavior *	3
MKTG 3333	Digital Marketing *	3
MKTG 4320	Marketing Research and Analytics *	3
MKTG 4350	Marketing Strategy *	3

#### Marketing Electives

Select 9 hours from the following: 9

MKTG 3311	Professional Selling: Concepts and Practices *	
MKTG 3325	Entrepreneurial Marketing *	
MKTG 3340	Retail Management	
MKTG 3345	Sales Management	
MKTG 4310	DISTRIBUTION SYSTEMS IN MARKETING	
MKTG 4340	International Marketing	
MKTG 4360	Social Media Marketing *	
MKTG 4396	Directed Individual Study	
MKTG 4398	Internship in Marketing	

#### Electives

Upper-level Business Elective		3
Business Elective		3

Non-Business Elective 3

**Total Hours 122**

- <sup>1</sup> Higher level mathematics course may be accepted as a substitute with approval.
- <sup>2</sup> All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.
- <sup>3</sup> ACCT 3315 MULTINATIONAL ENTITIES: ACCOUNTING AND CONSOLIDATIONS (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.
- \* Online offering
- ^ Blended offering

#### Note:

Course prerequisites are strictly enforced.

## General Requirements for BBA Online Completion

Requirements	Credit Hours
Business Core	30
Marketing Major Requirements	15
Marketing Electives	9
Business Electives	6
<b>Total Credit Hours</b>	<b>60</b>

## Online Program Requirements

(all available Online)

Code	Title	Hours
<b>Business Core</b>		
BUSI 0011	Cob Student Code of Ethics and Plagiarism <sup>1,*</sup>	0
BLAW 3310	Legal Environment of Business *	3
BUSI 0088	Graduation Requirements Review	0
FINA 3310	Financial Management *	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications *	3
MGMT 4388	Business Strategy *	3
MISY 3310	Management Information Systems Concepts <sup>*,^</sup>	3
MKTG 3310	Principles of Marketing *	3
OPSY 4314	Operations Management *	3
ORMS 3310	Data Analysis and Statistics *	3
MGMT 4315	Multinational Management *	3
<b>Marketing Major Requirements</b>		
MKTG 3315	Advertising and Promotional Strategy *	3
MKTG 3330	Consumer Behavior *	3
MKTG 3333	Digital Marketing *	3
MKTG 4320	Marketing Research and Analytics *	3
MKTG 4350	Marketing Strategy *	3
<b>Marketing Electives</b>		
MKTG 3311	Professional Selling: Concepts and Practices *	3
MKTG 3325	Entrepreneurial Marketing *	3
MKTG 4360	Social Media Marketing *	3

**Business Electives**

MGMT 3370	Entrepreneurship, Creativity, & Innovation *	3
MGMT 4320	Leadership Development *	3

Note: Additional electives may be made available based upon student demand.

**Total Hours** **60**

<sup>1</sup> All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.

\* Online offering

^ Blended offering

## Courses

**MKTG 3310 Principles of Marketing****3 Semester Credit Hours (3 Lecture Hours)**

THE INITIAL COURSE IN MARKETING. DESCRIPTION AND ANALYSIS OF THE FLOW OF GOODS, SERVICES AND IDEAS TO CONSUMERS AND INDUSTRIAL USERS. FACTORS OUTSIDE THE FIRM ARE ALSO CONSIDERED AS THEY AFFECT MARKETING DECISIONS.

**Prerequisite:** BUSI 0011.

**MKTG 3311 Professional Selling: Concepts and Practices****3 Semester Credit Hours (3 Lecture Hours)**

AN INTRODUCTION TO PROFESSIONAL SELLING AS A MARKETING TOOL. EMPHASIS IS PLACED ON THE THEORY AND APPLICATION OF THE PROFESSIONAL SELLING PROCESS.

**MKTG 3315 Advertising and Promotional Strategy****3 Semester Credit Hours (3 Lecture Hours)**

THE STUDENT WILL LEARN ABOUT THE DEVELOPMENT AND IMPLEMENTATION OF A COORDINATED AND INTEGRATED ADVERTISING AND PROMOTIONS STRATEGY. EMPHASIS IS PLACED ON THE INTERRELATIONSHIPS AMONG ADVERTISING, SALES MANAGEMENT, AND SALES PROMOTION ACTIVITIES.

**Prerequisite:** MKTG 3310.

**MKTG 3320 Basic Advertising****3 Semester Credit Hours (3 Lecture Hours)**

ADVERTISING CONCEPTS AND A CRITICAL ANALYSIS OF COMMERCIAL ADVERTISING PRACTICES. STUDENTS APPLY ADVERTISING CONCEPTS IN PROJECTS SUCH AS CASE STUDIES, CAMPAIGN EVALUATIONS, AND SIMULATION EXERCISES.

**MKTG 3325 Entrepreneurial Marketing****3 Semester Credit Hours (3 Lecture Hours)**

ENTREPRENEURIAL MARKETING PROVIDES ENTREPRENEURS AND SMALL BUSINESS OWNERS WITH THE KNOWLEDGE NEEDED TO SUCCESSFULLY PERFORM MARKETING ACTIVITIES (PRIMARILY PROMOTION) ON A VERY LOW BUDGET. STUDENTS WILL LEARN THE UTILIZATION OF TECHNIQUES AND THE ANALYSIS OF MARKET CHARACTERISTICS THAT IMPACT THE SMALL ENTREPRENEURIAL ORGANIZATION, ITS PRODUCTS AND SERVICES. ADDITIONALLY, STUDENTS WILL LEARN HOW TO DEVELOP SPECIFIC YET FLEXIBLE MARKETING PLANS AND ACTIVITIES, AND THE EFFECTIVE MANAGEMENT OF PRACTICES, FINANCES, AND OBLIGATIONS ASSOCIATED WITH THE MARKETING OF SMALLER ENTREPRENEURIAL FIRMS. FACTORS INSIDE AND OUTSIDE THE FIRM ARE RESEARCHED AND ANALYZED AS THEY AFFECT SUCCESSFUL SMALL BUSINESS MARKETING DECISIONS.

**MKTG 3330 Consumer Behavior****3 Semester Credit Hours (3 Lecture Hours)**

AN EXAMINATION OF THE PSYCHOLOGICAL AND SOCIAL INFLUENCES THAT AFFECT CONSUMER DECISION MAKING. EMPHASIZES THE DEVELOPMENT OF MARKETING PROGRAMS DESIGNED WITH BEHAVIORAL CONSIDERATIONS IN MIND.

**Prerequisite:** MKTG 3310.

**MKTG 3333 Digital Marketing****3 Semester Credit Hours (3 Lecture Hours)**

THIS COURSE INTRODUCES STUDENTS TO THE THEORIES, STRATEGIES, TOOLS, AND TECHNIQUES OF EFFECTIVE ONLINE MARKETING. THE COURSE EMPHASIZES THE ESSENTIAL CONCEPTS, METHODS, TECHNOLOGIES, AND DECISION MAKING CRITERIA FOR BUSINESS-TO-BUSINESS AND BUSINESS-TO-CONSUMER INTERNET MARKETING. THE BROAD CONCEPTS OF ETHICS, SOCIAL RESPONSIBILITIES, SUSTAINABILITY, AND GLOBALIZATION ARE INTEGRATED THROUGH THE COURSE. TOPICS INCLUDE ONLINE MARKETING RESEARCH, BUSINESS INTELLIGENCE, WEB SITE DESIGN, AND INTERNET MARKETING STRATEGY.

**MKTG 3340 Retail Management****3 Semester Credit Hours (3 Lecture Hours)**

A MANAGERIAL APPROACH TO RETAILING. TOPICS SUCH AS TRADE AREA EVALUATION, BUYING, LAYOUT, PRICING, COST AND EXPENSE ANALYSIS ARE CONSIDERED.

**Prerequisite:** MKTG 3310.

**MKTG 3345 Sales Management****3 Semester Credit Hours (3 Lecture Hours)**

AN EXPLORATION OF THE PROBLEMS AND PRACTICES OF SALES AND SALES MANAGEMENT. ORGANIZATIONAL STRUCTURE AND DEVELOPMENT OF PROGRAMS TO ASSURE A COMPETENT AND EFFECTIVE SALES FORCE ARE STRESSED.

**Prerequisite:** MKTG 3310.

**MKTG 4310 DISTRIBUTION SYSTEMS IN MARKETING****3 Semester Credit Hours (3 Lecture Hours)**

AN ANALYSIS OF THE DEVELOPMENT OF INTEGRATED DISTRIBUTION SYSTEMS. TOPICS INCLUDE RETAIL AND WHOLESALE INSTITUTIONS, CHANNEL CONFLICT AND COOPERATION, CHANNEL CONTROL, FRANCHISING AND EMERGING DEVELOPMENTS IN DISTRIBUTION CHANNELS.

**Prerequisite:** MKTG 3310.

**MKTG 4320 Marketing Research and Analytics****3 Semester Credit Hours (3 Lecture Hours)**

THE STUDY OF RESEARCH IN MARKETING WITH EMPHASIS ON THE COLLECTION AND INTERPRETATION OF DATA AND ITS APPLICATION TO THE SOLUTION OF MARKETING PROBLEMS.

**Prerequisite:** ORMS 3310 and MKTG 3310.

**MKTG 4340 International Marketing****3 Semester Credit Hours (3 Lecture Hours)**

A STUDY OF THE ECONOMIC, SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL MARKETING. THE COURSE FOCUSES ON MARKETING DECISION MAKING IN THIS ENVIRONMENT.

**Prerequisite:** MKTG 3310.

**MKTG 4350 Marketing Strategy**

**3 Semester Credit Hours (3 Lecture Hours)**

THE STUDY AND APPLICATION OF THE STRATEGIC MARKETING PLANNING PROCESS TO REALISTIC BUSINESS SITUATIONS. TOPICS INCLUDE: STRATEGIES FOR GROWTH AND COMPETITIVE ADVANTAGE; MARKET SEGMENTATION, TARGETING AND POSITIONING; MARKETING MIX STRATEGIES AND TACTICS; CUSTOMER SATISFACTION AND RELATIONSHIP BUILDING; AND EVALUATION AND CONTROL OF MARKETING STRATEGIES. ATTENTION TO ETHICAL CONSIDERATIONS IN MARKETING AND A TRIPLE BOTTOM LINE (TBL) EVALUATION OF MARKETING OUTCOMES.

**Prerequisite:** MKTG 3310.

**MKTG 4360 Social Media Marketing**

**3 Semester Credit Hours (3 Lecture Hours)**

A COMPREHENSIVE STUDY OF SOCIAL MARKETING STRATEGY AND IMPLEMENTATION. THE COURSE EXPLORES THE TOOLS, TECHNIQUES, AND STRATEGIC LOGIC USED IN THE DEVELOPMENT AND IMPLEMENTATION OF SOCIAL MEDIA MARKETING STRATEGY. THE COURSE ALSO DESCRIBES AND DEFINES THE LOGIC MODELS USED FOR SPECIFIC PLANS AND PROGRAMS THAT AFFECT AND ARE AFFECTED BY THE TECHNOLOGY AND COMPETITIVE ENVIRONMENTS.

**Prerequisite:** MKTG 3310.

**MKTG 4390 Special Topics in Marketing**

**1-3 Semester Credit Hours (3 Lecture Hours)**

SELECTED TOPICS FOR SPECIAL STUDY RELATED TO MARKETING FUNCTIONS, PROCESSES, OR ISSUES. MAY BE REPEATED FOR CREDIT WHEN TOPICS VARY.

**MKTG 4396 Directed Individual Study**

**1-3 Semester Credit Hours**

INDIVIDUAL SUPERVISED STUDY AND A FINAL REPORT.

**MKTG 4398 Internship in Marketing**

**3 Semester Credit Hours**

SUPERVISED FULL-TIME OR PART-TIME, OFF-CAMPUS TRAINING IN BUSINESS OR GOVERNMENT ORGANIZATION. ORAL AND WRITTEN REPORTS REQUIRED.