



# UNIVERSITY OF MARY HARDIN-BAYLOR BACHELOR OF BUSINESS ADMINISTRATION

## MARKETING

STUDENT NAME \_\_\_\_\_  
EMAIL \_\_\_\_\_

ID # \_\_\_\_\_  
PHONE # \_\_\_\_\_

124 MINIMUM HOURS
36 UPPER LEVEL HOURS
31 HOURS AT UMHB

<b>UMHB CORE CURRICULUM</b>
<b>46 HOURS</b>

<b>ENGLISH - 9 HOURS</b>			
ENGL 1321	Comp I		
ENGL 1322	Comp II		
ENGL	Literature elective		

<b>SCIENCES</b>			
<b>7 HOURS</b>			
	Lab Science		
	Sci. Inquiry/Nat. Sci.		

<b>QUANTITATIVE REASONING - 3 HOURS</b>			
MATH 1306	College Algebra		

<b>ACTIVITY PE - 2 COURSES</b>			

<b>FRESHMAN SEMINAR - 1 HOUR</b>			
UMHB 1101			

<b>CHAPEL - 1 TO 4 SEMESTERS</b>			
UMHB 1002			
UMHB 1002			
UMHB 1002			
UMHB 1002			

ADVISOR (Major)/Date \_\_\_\_\_

<b>CHRISTIAN STUDIES - 6 HOURS</b>			
CSBS 1311	Old Testament		
CSBS 1312	New Testament		

<b>SOCIAL SCIENCE - 6 HOURS</b>			
TWO DIFFERENT DISCIPLINES OUTSIDE OF THE MAJOR			
#See Business Foundation (BECO 2311)	-	-	

<b>WORLD IDEAS OR PHILOSOPHY OR</b>			
<b>NON-US HISTORY - 3 HOURS</b>			

<b>GLOBAL ISSUES OR</b>			
<b>SOCIAL SCIENCE - 3 HOURS</b>			
*See Business Foundation (BECO 2312)	-	-	

<b>PUBLIC SPEAKING</b>			
<b>3 HOURS</b>			
COMM 1320	Public Speaking		

<b>FINE ARTS - 3 HOURS</b>			

<b>ELECTIVES</b>			
<b>AS NEEDED TO COMPLETE 124 HOURS</b>			

<b>FINE ARTS EXPERIENCE - 1 TO 8 CREDITS</b>							
UMHB 1005				UMHB 1005			
UMHB 1005				UMHB 1005			
UMHB 1005				UMHB 1005			
UMHB 1005				UMHB 1005			

<b>PROFESSIONAL BUSINESS FOUNDATION</b>			
<b>30 HOURS</b>			
BACC 2311	Financial Accounting		
BACC 2312	Managerial Accounting		
BADM 1301	Intro to Business		
BADM 2312	Communicating in Bus		
BCIS 1301	Technological Solutions		
BECO 2311#	Macro Economics		
BECO 2312*	Microeconomics		
BLDR 2350	Christ Princ & Bus Ldrship		
BOBA 2301	Intro Quantitative Methods		
BOBA 2302	Business Data Analysis		

#BECO 2311 fulfills 3 of the 6 hours of Social Science in the UMHB Core Curriculum.

\*BECO 2312 fulfills the GI/Social Science block in the UMHB Core Curriculum.

<b>PROFESSIONAL BUSINESS CORE</b>			
<b>27 HOURS</b>			
BADM 3311	Global Comp/Int'l Bus		
BADM 4341	Business Ethics		
BFIN 3311	Principles of Finance		
BLAW 3311	Business Law		
BMGT 3310	Fundamentals of Mgt		
BMGT 4349	Strategic Mgt & Policy		
BMKT 3311	Principles of Marketing		
BSYS 3312	Management Info Systems		
BSYS 3325	Production/Operations Mgt		

<b>BUSINESS AREA MAJOR</b>			
<b>12 HOURS MIN. (6 UPPER LEVEL) AT UMHB</b>			
<b>12 HOURS MIN. UPPER LEVEL</b>			
<b>18 HOURS</b>			
BMKT 3322	Consumer Behavior		
BMKT 3331	Marketing Research		
BMKT 4341	Marketing Strategy		
BADM 4090*	Work Experience		
<b>CHOOSE THREE OF THE FOLLOWING</b>			
BMKT 3312	Advertising & Promotion		
BMKT 3353	Selling & Sales Mgt		
BMKT 4340	International Marketing		
BMKT 4360	Mrktng Through Social Media		
BMKT 4370	Mission-Based Marketing		
BMKT 4380	New Product Marketing		

A 2.50 GPA is required in the major for graduation.

^300 hours of practical work experience in major required through full- or part-time employment, internships, apprenticeships, international experiences, and co-op experiences.

<b>BUSINESS ELECTIVES - 9 HRS UPPER LEVEL or</b>			
<b>BUSINESS SPECIALIZATION - 9 HOURS or</b>			
<b>BUSINESS AREA MINOR - 12 HOURS or</b>			
<b>SECOND BUSINESS MAJOR - 18 HOURS or</b>			
<b>NON-BUSINESS MINOR - 18-24 HOURS</b>			

PREVIOUS COLLEGES / UNIVERSITIES ATTENDED:  
(1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_

All students must comply with College of Business entrance requirements as listed in the UMHB catalog.

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