



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

UMHB CORE CURRICULUM
46 HOURS

ENGLISH - 9 HOURS			
ENGL 1321*	Comp I		
ENGL 1322*	Comp II		
	Literature		

*Must earn a "C" or higher in ENGL 1321 & 1322

SCIENCES			
7 HOURS			
	Lab Science		
	Sci. Inquiry/Nat. Sci.		

QUANTITATIVE REASONING - 3 HOURS			
MATH 1306	College Algebra		

ACTIVITY PE - 2 COURSES			

FRESHMAN SEMINAR - 1 HOUR			
UMHB 1101			

CHAPEL - 1 TO 4 SEMESTERS			
UMHB 1002			
UMHB 1002			
UMHB 1002			
UMHB 1002			

PREVIOUS COLLEGES / UNIVERSITIES ATTENDED:

- 1) _____
- 2) _____
- 3) _____

CHRISTIAN STUDIES - 6 HOURS			
CSBS 1311	Engaging the Old Testament		
CSBS 1312	Engaging the New Testament		

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

WORLD IDEAS OR PHILOSOPHY OR NON-US HISTORY - 3 HOURS			

GLOBAL ISSUES OR SOCIAL SCIENCE - 3 HOURS			
#See Business Foundation (BECO 2312)	-	-	

PUBLIC SPEAKING			
3 HOURS			
COMM 1320	Public Speaking		

FINE ARTS - 3 HOURS			

ELECTIVES			
AS NEEDED TO COMPLETE 124 HOURS			

FINE ARTS EXPERIENCE 2 TO 8 CREDITS							
UMHB 1005					UMHB 1005		
UMHB 1005					UMHB 1005		
UMHB 1005					UMHB 1005		
UMHB 1005					UMHB 1005		

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

UMHB REGISTRAR'S OFFICE OFFICIAL 2017 - 2018

PROFESSIONAL BUSINESS FOUNDATION			
30 HOURS			
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.

PROFESSIONAL BUSINESS CORE			
27 HOURS			
BADM 4090	Practical Experience		
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		

BUSINESS AREA MAJOR			
12 HOURS MIN. (6 UPPER LEVEL) AT UMHB			
12 HOURS MIN. UPPER LEVEL			
18 HOURS			

BMKT 3322	Consumer Behavior		
BMKT 3331	Marketing Research		
BMKT 4341	Marketing Strategy		

CHOOSE THREE OF THE FOLLOWING

BMKT 3312	Advertising & Promotion		
BMKT 3315	Event Marketing		
BMKT 3353	Selling & Sales Mgt		
BMKT 4340	International Marketing		
BMKT 4360	Mktng Through Social Media		
BMKT 4370	Mission-Based Marketing		
BMKT 4380	New Product Marketing		

A 2.5 GPA is required in the major for graduation.

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

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

A 2.5 cumulative GPA is required for all business courses (BACC, BADM, BECO, BCIS, BENT, BLAW, BLDR, BMGT, BMKT, BOBA AND BSYS) taken at UMHB.