

Marketing (B.B.A.)

2022-2023 Academic Catalog, Bachelor of Business Administration - Marketing

Academic Core for B.B.A.

40 Hours

| CHRISTIAN STUDIES | | 6 |
|---------------------------------------------------------------------------|-------------------------------------------|----------|
| CSBS 1311 | Engaging the Old Testament | 3 |
| CSBS 1312 | Engaging the New Testament | 3 |
| ENGLISH | | 9 |
| ENGL 1321 | Rhetoric & Composition I | 3 |
| ENGL 1322 | Rhetoric & Composition II | 3 |
| ENGL | Literature | 3 |
| <i>A grade of a "C" or higher is required in ENGL 1321 and ENGL 1322.</i> | | |
| EXERCISE & SPORT SCIENCE | | 2 |
| EXAC | Activity Course | 1 |
| EXAC | Activity Course | 1 |
| FINE ARTS – SELECT ONE | | 3 |
| ARTS 1350 | Art Appreciation | 3 |
| COMM 2335 | Film Appreciation | 3 |
| FINA 2330 | Exploring the Fine Arts | 3 |
| MUSI 1340 | Music Appreciation | 3 |
| THEA 2350 | Introduction to the Theatre | 3 |
| SOCIAL SCIENCE | | 3 |
| BECO 2310 | Principles of Economics | 3 |
| <i>A minimum grade of "C" is required for all courses in this section</i> | | |
| LAB SCIENCE | | 4 |
| - | Laboratory Science Course | 4 |
| PUBLIC SPEAKING | | 3 |
| COMM 1320 | Public Speaking | 3 |
| MATHEMATICS | | 3 |
| MATH 1306 | College Algebra or higher | 3 |
| WORLD CULTURES – SELECT ONE | | 3 |
| ARTS 2354 | World Art | 3 |
| EXSS 2353 | Lifespan Nutrition | 3 |
| HIST 1311 | History of World Civilizations to 1500 | 3 |
| HIST 1312 | History of World Civilizations since 1500 | 3 |
| MUSI 2358 | World Music | 3 |
| PHIL 2315 | Introduction to Philosophy | 3 |
| US HISTORY OR US GOVERNMENT – SELECT ONE | | 3 |
| HIST 2311 | American History to 1877 | 3 |
| HIST 2312 | American History since 1877 | 3 |
| POLS 2310 | State and Federal Government I | 3 |
| POLS 2311 | State and Federal Government II | 3 |
| FRESHMAN SEMINAR | | 1 |
| UMHB 1101 | Freshman Seminar | 1 |
| CHAPEL – 1 to 4 credits | | |
| UMHB 1002 | Chapel | |
| Fine Arts Experience – 2 to 8 credits | | |
| UMHB 1005 | Fine Arts Experience | |

Marketing

| PROFESSIONAL BUSINESS FOUNDATION | | 21 |
|------------------------------------------------|-----------------------------------------------------------------------|-----------------|
| BACC 2310 | Survey of Accounting | 3 |
| BADM 1301 | Introduction to Business | 3 |
| BADM 2311 | Personal Financial Planning | 3 |
| BCIS 1301 | Information Systems for Business Impact | 3 |
| BECO 2310 | Principles of Economics | - |
| BLAW 2311 | Business Law | 3 |
| BQBA 2301 | Introduction to Quantitative Methods | 3 |
| BQBA 2302 | Business Data Analysis | 3 |
| BECO 2310 | <i>fulfills 3 hours of Social Science in the UMHB Core Curriculum</i> | |
| PROFESSIONAL BUSINESS CORE | | 30 |
| BADM 3311 | Global Competition and International Business | 3 |
| BADM 3315 | Business Communication | 3 |
| BADM 4090 | Practical Experience | 0 |
| BADM 4341 | Business Ethics | 3 |
| BFIN 3311 | Principles of Finance | 3 |
| BLDR 3350 | Christian Principles in Business Leadership | 3 |
| BMGT 3310 | Fundamentals of Management | 3 |
| BMGT 4349 | Strategic Management & Policy | 3 |
| BMKT 3311 | Principles of Marketing | 3 |
| BCIS 3312 | Management Information Systems | 3 |
| BSYS 3325 | Production Operations Management | 3 |
| B.B.A. MARKETING MAJOR REQUIRED COURSES | | 15 |
| BMKT 3322 | Consumer Behavior | 3 |
| BMKT 3331 | Marketing Research | 3 |
| BMKT 4341 | Marketing Strategy | 3 |
| Choose Two of the Following: | | |
| BMKT 3310 | Service Based Marketing | 3 |
| BMKT 3312 | Advertising and Promotion | 3 |
| BMKT 3315 | Event Marketing | 3 |
| BMKT 3353 | Selling and Sales Management | 3 |
| BMKT 4340 | International Marketing | 3 |
| BMKT 4360 | Marketing through Social Media | 3 |
| BMKT 4370 | Mission Based Marketing | 3 |
| BMKT 4380 | New Product Marketing | 3 |
| Upper Level Business Elective | | 3 Hours |
| Electives | | 11 Hours |
| Total Hours | | |
| Academic Core for B.B.A. | | 40 |
| Professional Business Foundation | | 21 |
| Professional Business Core | | 30 |
| B.B.A. Marketing Major Required Courses | | 15 |
| Upper Level Business Elective | | 3 |
| Electives | | 11 |
| Total hours required for graduation | | 120 |
| Additional Graduation Requirements | | |
| Minimum Upper Level hours | | 36 |
| Minimum hours taken at UMHB | | 30 |
| Minimum Upper Level hours taken at UMHB | | 24 |
| Minimum cumulative GPA | | 2.0 |
| Minimum Business GPA | | 2.5 |
| Minimum GPA in Major | | 2.5 |