

Marketing (B.B.A.) – Digital Marketing Media Track

2024-2025 Academic Catalog, Bachelor of Business Administration – Marketing, Digital Marketing Media Track

Academic Core for B.B.A.		40 Hours	Marketing	72 Hours	
CHRISTIAN STUDIES		6	PROFESSIONAL BUSINESS FOUNDATION	18	
CSBS 1311	Engaging the Old Testament	3	BACC 2310	Survey of Accounting	3
CSBS 1312	Engaging the New Testament	3	BADM 1301	Introduction to Business	3
ENGLISH		9	BADM 2311	Personal Financial Planning	3
ENGL 1321	Rhetoric & Composition I	3	BCIS 1301	Information Systems for Business Impact	3
ENGL 1322	Rhetoric & Composition II	3	BECO 2310	Principles of Economics	-
ENGL	Literature	3	BLAW 2311	Business Law	3
<i>A grade of a "C" or higher is required in ENGL 1321 and ENGL 1322.</i>			BQBA 2302	Business Data Analysis	3
EXERCISE & SPORT SCIENCE – SELECT TWO DIFFERENT COURSES		2	BECO 2310	<i>fulfills 3 hours of Social Science in the UMHB Core Curriculum</i>	
EXAC	Activity Course	1	PROFESSIONAL BUSINESS CORE		30
EXAC	Activity Course	1	BADM 3311	Global Competition and International Business	3
FINE ARTS – SELECT ONE		3	BADM 3315	Business Communication	3
ARTS 1350	Art Appreciation	3	BADM 4090	Practical Experience	0
COMM 2335	Film Appreciation	3	BADM 4341	Business Ethics	3
FINA 2330	Exploring the Fine Arts	3	BFIN 3311	Principles of Finance	3
MUSI 1340	Music Appreciation	3	BLDR 3350	Christian Principles in Business Leadership	3
THEA 2350	Theatre Appreciation	3	BMGT 3310	Fundamentals of Management	3
SOCIAL SCIENCE		3	BMGT 4349	Strategic Management & Policy	3
BECO 2310	Principles of Economics	3	BMKT 3311	Principles of Marketing	3
<i>A minimum grade of "C" is required for all courses in this section</i>			BCIS 3312	Management Information Systems	3
LAB SCIENCE		4	BSYS 3325	Production Operations Management	3
-	Laboratory Science Course	4	B.B.A. MARKETING MAJOR REQUIRED COURSES		15
PUBLIC SPEAKING		3	BMKT 3322	Consumer Behavior	3
COMM 1320	Public Speaking	3	BMKT 3331	Marketing Research	3
MATHEMATICS		3	BMKT 4341	Marketing Strategy	3
MATH 1315	Mathematics for Business	3	Choose Two of the Following:		
WORLD CULTURES – SELECT ONE		3	BMKT 3310	Service Based Marketing	3
ARTS 2354	World Art	3	BMKT 3312	Advertising and Promotion	3
EXSS 2353	Lifespan Nutrition	3	BMKT 3315	Event Marketing	3
GLBL 2310	Cultural Immersion	3	BMKT 3353	Selling and Sales Management	3
HIST 1311	History of World Civilizations to 1500	3	BMKT 4340	International Marketing	3
HIST 1312	History of World Civilizations since 1500	3	BMKT 4360	Marketing through Social Media	3
HUMA 2355	Foundations of the Humanities	3	BMKT 4370	Not-for-Profit Marketing	3
MUSI 2358	World Music	3	BMKT 4380	New Product Marketing	3
PHIL 2315	Introduction to Philosophy	3	DIGITAL MARKETING MEDIA TRACK		9
US HISTORY OR US GOVERNMENT – SELECT ONE		3	BCIS 2318	Website Design	3
HIST 2311	American History to 1877	3	BCIS 3311	Social Media	3
HIST 2312	American History since 1877	3	BCIS 3340	E-Commerce	3
POLS 2305	United States Government	3	UPPER LEVEL BUSINESS ELECTIVE		3
POLS 2306	Texas State and Local Government	3	Upper Level Business course		3
FRESHMAN SEMINAR		1	Electives		5 Hours
UMHB 1101	Freshman Seminar	1	ELECTIVES		5
CHAPEL – 1 to 4 credits			You need 5 additional hours to reach your minimum 120 required hrs.		
UMHB 1002	Chapel		Total Hours		
Fine Arts Experience – 2 to 8 credits			Academic Core for B.B.A.	40	
UMHB 1005	Fine Arts Experience		Professional Business Foundation	18	
			Professional Business Core	30	
			B.B.A. Marketing Major Required Courses	15	
			Digital Marketing Media Track	9	
			Upper Level Business Elective	3	
			Electives	5	
			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	2.00	
			Minimum Business GPA	2.50	
			Minimum GPA in Major	2.50	