

Marketing (B.B.A.)

2024-2025 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

A grade of a "C" or higher is required in ENGL 1321 and ENGL 1322.

EXERCISE & SPORT SCIENCE – SELECT TWO DIFFERENT COURSES		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	Theatre Appreciation	3

SOCIAL SCIENCE		3
BECO 2310	Principles of Economics	3

A minimum grade of "C" is required for all courses in this section

LAB SCIENCE		4
-	Laboratory Science Course	4

PUBLIC SPEAKING		3
COMM 1320	Public Speaking	3

MATHEMATICS		3
MATH 1315	Mathematics for Business	3

WORLD CULTURES – SELECT ONE		3
ARTS 2354	World Art	3
EXSS 2353	Lifespan Nutrition	3
GLBL 2310	Cultural Immersion	3
HIST 1311	History of World Civilizations to 1500	3
HIST 1312	History of World Civilizations since 1500	3
HUMA 2355	Foundations of the Humanities	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 2305	United States Government	3
POLS 2306	Texas State and Local Government	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 66 Hours

PROFESSIONAL BUSINESS FOUNDATION		18
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 2302	Business Data Analysis	3
BECO 2310	fulfills 3 hours of Social Science in the UMHB Core Curriculum	

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	Not-for-Profit Marketing	3
BMKT 4380	New Product Marketing	3

UPPER LEVEL BUSINESS ELECTIVE		3
	Upper Level Business course	3

Electives 14 Hours

ELECTIVES		14
You need 14 additional hours to reach your minimum 120 required hrs.		

Total Hours		
Academic Core for B.B.A.		40
Professional Business Foundation		18
Professional Business Core		30
B.B.A. Marketing Major Required Courses		15
Upper Level Business Elective		3
Electives		14
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