

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

2025-2026 Academic Catalog, Bachelor of Business Administration – Marketing, Digital Marketing Media Track

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 1310	Drawing I	3
ARTS 1320	Design	3
ARTS 1350	Art Appreciation	3
ARTS 2360	Ceramics I	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 2311	Principles of Macroeconomics	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
HIST 2350	An Introduction to the Politics and Culture of Ancient Greece and Rome	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

78 Hours

PROFESSIONAL BUSINESS FOUNDATION		24
BACC 2311	Financial Accounting	3
BACC 2312	Managerial Accounting	3
BADM 1301	Introduction to Business	3
BADM 2311	Personal Financial Planning	3
BCIS 1301	Information Systems for Business Impact	3
BECO 2311	Principles of Macroeconomics	-
BECO 2312	Principles of Microeconomics	3
BLAW 2311	Business Law	3
BQBA 2302	Business Data Analysis	3
(BECO 2311)	fulfills 3 hours of Social Science in the UMHB Core Curriculum)	

PROFESSIONAL BUSINESS CORE		27
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

DIGITAL MARKETING MEDIA TRACK		9
BCIS 2318	Website Design	3
BCIS 3311	Social Media	3
BCIS 3340	E-Commerce	3

UPPER LEVEL BUSINESS ELECTIVE		3
	Upper Level Business course	3

Electives 2 Hours

ELECTIVES		2
You need 2 additional hours to reach your minimum 120 required hrs.		

Total Hours

Academic Core for B.B.A.	40
Professional Business Foundation	24
Professional Business Core	27
B.B.A. Marketing Major Required Courses	15
Digital Marketing Media Track	9
Upper Level Business Elective	3
Electives	2
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

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

2025-2026 Academic Catalog, Bachelor of Business Administration – Marketing, Digital Marketing Media – DEGREE SEQUENCE

FRESHMAN FALL **16 Hours**

BADM 1301	Introduction to Business	3
BCIS 1301	Information Systems for Business Impact	3
ENGL 1321	Rhetoric & Composition I	3
MATH 1315	Mathematics for Business	3
	Fine Arts	3
UMHB 1101	First Year Seminar	1
UMHB 1002	Chapel	0
UMHB 1005	Fine Arts Experience	0

FRESHMAN SPRING **15 Hours**

BADM 2311	Personal Financial Planning	3
BECO 2311	Principles of Macroeconomics	3
ENGL 1322	Rhetoric & Composition II	3
COMM 1320	Public Speaking	3
CSBS 1311	Engaging the Old Testament	3
UMHB 1002	Chapel	0
UMHB 1005	Fine Arts Experience	0

SOPHOMORE FALL **15 Hours**

BACC 2311	Financial Accounting	3
BLAW 2311	Business Law	3
BECO 2312	Principles of Microeconomics	3
	US History or US Government	3
CSBS 1312	Engaging the New Testament	3
UMHB 1002	Chapel	0
UMHB 1005	Fine Arts Experience	0

SOPHOMORE SPRING **16 Hours**

BQBA 2302	Business Data Analysis	3
BMKT 3311	Principles of Marketing	3
ENGL	Literature	3
	Lab Science	4
BACC 2312	Managerial Accounting	3
UMHB 1002	Chapel	0
UMHB 1005	Fine Arts Experience	0

JUNIOR FALL **15 Hours**

BCIS 3312	Management Information Systems	3
BLDR 3350	Christian Principles in Business Leadership	3
BMKT 3322	Consumer Behavior	3
BADM 3315	Business Communications	3
BCIS 2318	Website Design	3
UMHB 1005	Fine Arts Experience	0

JUNIOR SPRING **15 Hours**

BFIN 3311	Principles of Finance	3
BMGT 3310	Fundamentals of Management	3
BMKT 3331	Marketing Research	3
BCIS 3311	Social Media	3
	World Cultures	3
UMHB 1005	Fine Arts Experience	0

SENIOR FALL **15 Hours**

BMKT	Major course	3
	Upper Level Business Elective	3
BSYS 3325	Production Operations Management	3
BADM 4341	Business Ethics	3
	Elective	2
EXAC	Activity Course	1
UMHB 1005	Fine Arts Experience	0

SENIOR SPRING **13 Hours**

BMKT 4341	Marketing Strategy	3
BMKT	Major course	3
BMGT 4349	Strategic Management & Policy	3
BADM 4090	Practical Experience	0
BCIS 3340	E-Commerce	3
EXAC	Activity Course	1
UMHB 1005	Fine Arts Experience	0

Total Credit Hours: 120