## Marketing (B.B.A.) 2025-2026 Academic Catalog, Bachelor of Business Administration - Marketing Marketin

Academic	Core for B.B.A. 40 Ho	71 2	Marketing		69 Hour
CHRISTIAN STU	DIES	6	PROFESSIONA	AL BUSINESS FOUNDATION	24
CSBS 1311	Engaging the Old Testament	3	BACC 2311	Financial Accounting	3
CSBS 1312	Engaging the New Testament	3	BACC 2312	Managerial Accounting	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 2311	Principles of Macroeconomics	
ENGL	Literature	3	BECO 2312	Principles of Microeconomics	3
A arade of a "C"	or higher is required in ENGL 1321 and ENGL 1322.		BLAW 2311	Business Law	3
3	5 ,		BQBA 2302	Business Data Analysis	3
EXERCISE & SPORT SCIENCE - SELECT TWO DIFFERENT COURSES		2	(BECO 2311	fulfills 3 hours of Social Science in the UMHB Cor	Curriculum)
EXAC	Activity Course	1			
EXAC	Activity Course	1		AL BUSINESS CORE	2
			BADM 3315	Business Communication	3
FINE ARTS — SEL	LECT ONE	3	BADM 4090	Practical Experience	(
ARTS 1310	Drawing I	3	BADM 4341	Business Ethics	3
ARTS 1320	Design	3	BFIN 3311	Principles of Finance	3
ARTS 1350		3	BLDR 3350	Christian Principles in Business Leadership	3
	Art Appreciation		BMGT 3310	Fundamentals of Management	3
ARTS 2360	Ceramics I	3	BMGT 4349	Strategic Management & Policy	3
COMM 2335	Film Appreciation	3	BMKT 3311	Principles of Marketing	3
FINA 2330	Exploring the Fine Arts	3	BCIS 3312	Management Information Systems	3
MUSI 1340	Music Appreciation	3	BSYS 3325	Production Operations Management	3
THEA 2350	Theatre Appreciation	3	D D A MADVI	TING MAJOR REQUIRED COURSES	11
			BMKT 3322	Consumer Polyavier	
SOCIAL SCIEN	CE	3	BMKT 3331	Consumer Behavior Marketing Research	3
BECO 2311	Principles of Macroeconomics	3		· ·	
A minimum grade	of "C" is required for all courses in this section		BMKT 4341	Marketing Strategy	3
			Choose Two of	<u> </u>	
LAB SCIENCE		4	BMKT 3310	Service Based Marketing	3
-	Laboratory Science Course	4	BMKT 3312	Advertising and Promotion	3
			BMKT 3315	Event Marketing	3
PUBLIC SPEAKIN	NG	3	BMKT 3353	Selling and Sales Management	3
COMM 1320	Public Speaking	3	BMKT 4340	International Marketing	3
COIVIIVI 1320	Tublic Speaking	5	BMKT 4360	Marketing through Social Media	3
MATHEMATICS		3	BMKT 4370	Not-for-Profit Marketing	3
MATH 1315	Mathematics for Business	3	BMKT 4380	New Product Marketing	3
		_	LIPPER LEVEL RI	JSINESS ELECTIVE	3
	URES – SELECT ONE	3	OFFERENCES	Upper Level Business course	3
ARTS 2354	World Art	3		Opper Level Busiliess Course	e e
EXSS 2353	Lifespan Nutrition	3	Clastines		11 Haum
GLBL 2310	Cultural Immersion	3	Electives		11 Hours
HIST 1311	History of World Civilizations to 1500	3	ELECTIVES		11
HIST 1312	History of World Civilizations since 1500	3	ELECTIVES	Hiti	1:
HIST 2350	An Introduction to the Politics and Culture of Ancie		You need 11 ac	lditional hours to reach your minimum 120 re	quirea nrs.
	Greece and Rome	3			
HUMA 2355	Foundations of the Humanities	3			
MUSI 2358	World Music	3	Total Hours		
PHIL 2315	Introduction to Philosophy	3	Academic Core		40
			Professional Business Foundation		24
	R US GOVERNMENT – SELECT ONE	<u>3</u>	Professional Bu		27
HIST 2311	American History to 1877	3		ng Major Required Courses	15
HIST 2312	American History since 1877	3	Upper Level Bu	siness Elective	3
POLS 2305	United States Government	3	Electives		13
POLS 2306	Texas State and Local Government	3	Total hours req	uired for graduation	120
FRESHMAN SEN	MINAR	1	Additional Grad	duation Requirements	
	Freshman Seminar		Minimum Uppe	•	36
	r restriction serrinal	_		s taken at UMHB	30
			iviii iii liulii i liouf	a taken at Olvii ib	
UMHB 1101	credits			or Loyal bours taken at LIMILD	٦.
UMHB 1101 <b>CHAPEL-1 to 4</b>			Minimum Uppe	er Level hours taken at UMHB	
UMHB 1101  CHAPEL – 1 to 4  UMHB 1002	credits Chapel	_	Minimum Uppe Minimum cum	ulative GPA	2.00
UMHB 1101 <b>CHAPEL – 1 to 4</b> UMHB 1002			Minimum Uppe	ulative GPA ness GPA	

## Marketing (B.B.A.) 2025-2026 Academic Catalog, Bachelor of Business Administration – Marketing – DEGREE SEQUENCE

FRESHMAN FALL		16 Hours	16 Hours FRESHMAN SPRING		15 Hours
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	3
ENGL 1321	Rhetoric & Composition I	3	ENGL 1322	Rhetoric & Composition II	3
MATH 1315	Mathematics for Business	3	COMM 1320	Public Speaking	3
	Fine Arts	3	CSBS 1311	Engaging the Old Testament	3
UMHB 1101	First Year Seminar	1	UMHB 1002	Chapel	(
UMHB 1002	Chapel	0	UMHB 1005	Fine Arts Experience	C
UMHB 1005	Fine Arts Experience	0			
SOPHOMORE FALL		15 Hours	SOPHOMORE	SPRING	16 Hours
BACC 2311	Financial Accounting	3	BQBA 2302	Business Data Analysis	3
BLAW 2311	Business Law	3	BMKT 3311	Principles of Marketing	3
BECO 2312	Principles of Microeconomics	3	ENGL	Literature	3
	US History or US Government	3	ENGE	Lab Science	4
CSBS 1312	Engaging the New Testament	3	BACC 2312	Managerial Accounting	3
C3D3 1312		0			
UMHB 1002	Chapel	0			
	Chapel Fine Arts Experience	0	UMHB 1002 UMHB 1005	Chapel Fine Arts Experience	C
UMHB 1002 UMHB 1005 JUNIOR FALL	Fine Arts Experience	0 <b>15 Hours</b>		Fine Arts Experience	
UMHB 1002 UMHB 1005 JUNIOR FALL BCIS 3312	Fine Arts Experience  Management Information Systems	0 <b>15 Hours</b> 3	UMHB 1005	Fine Arts Experience	15 Hours
UMHB 1002 UMHB 1005 JUNIOR FALL BCIS 3312 BLDR 3350	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership	0 <b>15 Hours</b> 3 3	UMHB 1005	Fine Arts Experience	0 <b>15 Hour</b> 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior	0 15 Hours 3 3 3	JUNIOR SPRIN BFIN 3311	Fine Arts Experience  IG  Principles of Finance	15 Hours 3 3
UMHB 1002 UMHB 1005 JUNIOR FALL BCIS 3312 BLDR 3350	Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications	15 Hours 3 3 3 3 3	JUNIOR SPRIN BFIN 3311 BMGT 3310	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management	15 Hours 3 3 3 3
UMHB 1002 UMHB 1005 JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective	0 15 Hours 3 3 3 3 3	JUNIOR SPRIN BFIN 3311 BMGT 3310	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management Marketing Research	<b>15 Hours</b> 3 3 3 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322	Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications	15 Hours 3 3 3 3 3	JUNIOR SPRIN BFIN 3311 BMGT 3310	Fine Arts Experience  G  Principles of Finance Fundamentals of Management Marketing Research Elective	C
UMHB 1002 UMHB 1005 JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective	0 15 Hours 3 3 3 3 3	JUNIOR SPRIM BFIN 3311 BMGT 3310 BMKT 3331	Fine Arts Experience  Funciples of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience	<b>15 Hours</b> 3 3 3 3 6
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective	15 Hours 3 3 3 3 0	JUNIOR SPRIN BFIN 3311 BMGT 3310 BMKT 3331	Fine Arts Experience  Funciples of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience	15 Hours 3 3 3 3 3 0 13 Hours
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005	Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective Fine Arts Experience	15 Hours  3 3 3 3 0	JUNIOR SPRIM BFIN 3311 BMGT 3310 BMKT 3331 UMHB 1005	Fine Arts Experience  G  Principles of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience	15 Hours 3 3 3 3 3 0 13 Hours 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective Fine Arts Experience	15 Hours  3 3 3 3 0	JUNIOR SPRIN BFIN 3311 BMGT 3310 BMKT 3331 UMHB 1005	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience	15 Hours 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005  SENIOR FALL BMKT	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective Fine Arts Experience  Major course Upper Level Business Elective	15 Hours  3 3 3 3 0  15 Hours  3 3 3	JUNIOR SPRIN BFIN 3311 BMGT 3310 BMKT 3331 UMHB 1005  SENIOR SPRIN BMKT 4341 BMKT	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience	15 Hours 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005  SENIOR FALL BMKT BSYS 3325	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective Fine Arts Experience  Major course Upper Level Business Elective Production Operations Management	15 Hours  3 3 3 3 0  15 Hours  3 3 3 3 3	JUNIOR SPRIM BFIN 3311 BMGT 3310 BMKT 3331 UMHB 1005  SENIOR SPRIM BMKT 4341 BMKT BMGT 4349	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience  IG  Marketing Strategy Major course Strategic Management & Policy	15 Hours 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
JUNIOR FALL BCIS 3312 BLDR 3350 BMKT 3322 BADM 3315 UMHB 1005  SENIOR FALL BMKT BSYS 3325	Fine Arts Experience  Management Information Systems Christian Principles in Business Leadership Consumer Behavior Business Communications Elective Fine Arts Experience  Major course Upper Level Business Elective Production Operations Management Business Ethics	15 Hours  3 3 3 3 0  15 Hours  3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	JUNIOR SPRIM BFIN 3311 BMGT 3310 BMKT 3331 UMHB 1005  SENIOR SPRIM BMKT 4341 BMKT BMGT 4349	Fine Arts Experience  IG  Principles of Finance Fundamentals of Management Marketing Research Elective World Cultures Fine Arts Experience  IG  Marketing Strategy Major course Strategic Management & Policy Practical Experience	<b>15 Hours</b> 3 3 3 3 3 3

**Total Credit Hours: 120**