



Major Requirement Sheet Bachelor of Business Administration: Marketing

This is a **SUGGESTED** 4-year degree plan. Not all classes are offered every semester. Please consult the Neeley Academic Advising Center, the Marketing Department, or the University Bulletin for clarification on course offerings and prerequisites.

SUGGESTED FOUR-YEAR PLAN

FRESHMAN YEAR

FALL SEMESTER (15 hours)

- ENGL 10803 Introductory Composition
- MATH 10283 Introductory Applied Calculus
- ECON 10223 Introductory Microeconomics
- TCU Core or BUSI 10153 Business in Society
- TCU Core

SPRING SEMESTER (15 hours)

- ECON 10233 Introductory Macroeconomics
- BUSI 10153 Business in Society or TCU Core
- TCU Core
- TCU Core
- TCU Core

SOPHOMORE YEAR

FALL SEMESTER (15 hours)

- ENGL 20803 Intermediate Composition
- MANA 20153 Legal Environment of Business
- INSC 20153* Statistical Analysis
- TCU Core
- TCU Core

SPRING SEMESTER (15 hours)

- ACCT 20353 Fundamentals of Accounting
- INSC 20263 Business Information Systems
- TCU Core
- MARK 30153 Marketing Management
- TCU Core or INSC 30313

JUNIOR YEAR

FALL SEMESTER (16 hours)

- MARK 30113 Marketing Research**
- MARK 30243 Customer Insights**
- Upper Level Business Core
- Upper Level Business Core
- Non-Business Elective
- INSC 30801 Business Applications in Excel

SPRING SEMESTER (18 hours)

- MARK Major Elective**
- MARK Major Elective**
- Upper Level Business Core
- TCU Core
- TCU Core
- Non-Business Elective

SENIOR YEAR

FALL SEMESTER (15 hours)

- MARK Major Elective**
- TCU Core or Free Elective
- TCU Core or Free Elective
- Upper Level Business Core
- Non-Business Elective

SPRING SEMESTER (15 hours)

- MARK Major Elective**
- MARK 40203 Marketing Strategy**
- MANA 40153 Strategic Management
- TCU Core or Free Elective
- TCU Core or Free Elective

*INSC 20153 prerequisite: Successful completion of Microsoft Excel 2016 certification test.



Marketing Major Program Checklist

Major Requirements (2.5 GPA in major courses to graduate) and must be accepted into the Neeley School of Business in order to take major courses.	
MARK Major Core <i>(9 semesters hours)</i>	<ul style="list-style-type: none"> <input type="checkbox"/> MARK 30113 Marketing Research <input type="checkbox"/> MARK 30243 Customer Insights (WEM) <input type="checkbox"/> MARK 40203 Marketing Strategy (WEM) <p>*(WEM) Writing Emphasis Course</p>
MARK Major Elective <i>(12 semester hours)</i>	<ul style="list-style-type: none"> <input type="checkbox"/> MARK 30233 Marketing Analytics <input type="checkbox"/> MARK 30253 Sports and Entertainment Marketing <input type="checkbox"/> MARK 30303 Design Thinking <input type="checkbox"/> MARK 40003 Senior Honors Research Paper <input type="checkbox"/> MARK 40103 Digital Marketing <input type="checkbox"/> MARK 40213 International Marketing (CA or GA) <input type="checkbox"/> MARK 40223 Services Marketing <input type="checkbox"/> MARK 40233 Marketing Communications and Social Media <input type="checkbox"/> MARK 40243 Product Innovation and Brand Management <input type="checkbox"/> MARK 40253 Sales Management (Fall only) <input type="checkbox"/> MARK 40263 Foundations of Selling (Fall & Spring) <input type="checkbox"/> MARK 40273 Consultative Selling <input type="checkbox"/> MARK 40700 Marketing Study Abroad (Summer only) <input type="checkbox"/> MARK 40970 Special Problems in Marketing <input type="checkbox"/> INSC 40323 Procurement/Supply Management
Upper Division Business Core <i>(22 semester hours)</i>	<ul style="list-style-type: none"> <input type="checkbox"/> INSC 30801 Business Applications in Excel <input type="checkbox"/> MANA 30153 Organizational Management <input type="checkbox"/> MARK 30153 Marketing Management <input type="checkbox"/> FINA 30153 Financial Management <input type="checkbox"/> INSC 30313 Supply Chain Management <input type="checkbox"/> BUSI 30153 Ethical Decision Making <input type="checkbox"/> ACCT 40163 Accounting Decision Making & Control <input type="checkbox"/> MANA 40153 Strategic Management <p>(MANA 40153 must be taken after completion of all other upper division core courses during one of the 2 last semesters. Students may enroll in MANA 40153 concurrently with ONE other upper division core course by permission of the Management Dept.)</p>
Degree Requirements for Bachelor of Business Administration	<ul style="list-style-type: none"> <input type="checkbox"/> 124 Hours Required to graduate from TCU <input type="checkbox"/> TCU Core Curriculum (39-63) <input type="checkbox"/> Major Course Requirements (21-27) <input type="checkbox"/> Business Core Curriculum (37) <input type="checkbox"/> Free Elective Courses must be 9 hours non-business electives Hours will vary depending upon Major(s)