



SAMPLE Double Major Requirement Sheet
Bachelor of Business Administration: Management/Marketing

This is a **SUGGESTED** 4-year degree plan. Available classes may change from semester to semester. The plan may have to be adapted with help from your advisor. Please consult the Neeley Academic Advising Center, the Department of Management and Leadership, or the [TCU Catalog](#) for clarification on course offerings and prerequisites.

SUGGESTED FOUR-YEAR PLAN

FRESHMAN YEAR

<u>FALL SEMESTER (15 or 16 hours)</u>		<u>SPRING SEMESTER (15 or 16 hours)</u>	
<input type="checkbox"/> ENGL 10803	Introductory Composition	<input type="checkbox"/> ECON 10233	Introductory Macroeconomics
<input type="checkbox"/> ECON 10223	Introductory Microeconomics	<input type="checkbox"/> TCU Core or BUSI 10153/10151	
<input type="checkbox"/> MATH 10283	Introductory Applied Calculus	<input type="checkbox"/> TCU Core	
<input type="checkbox"/> BUSI 10153	Business in Society (3 hr)/BUSI 10151 Business Skills Dev. (1 hr) or TCU Core	<input type="checkbox"/> TCU Core	
<input type="checkbox"/> TCU Core		<input type="checkbox"/> TCU Core	

SOPHOMORE YEAR

<u>FALL SEMESTER (15 hours)</u>		<u>SPRING SEMESTER (15 hours)</u>	
<input type="checkbox"/> ENGL 20803	Intermediate Composition	<input type="checkbox"/> ACCT 20353	Fundamentals of Accounting
<input type="checkbox"/> ENTR 20153	Entr & Business Reg Environment	<input type="checkbox"/> INSC 20263	Business Information Systems
<input type="checkbox"/> INSC 20153*	Statistical Analysis	<input type="checkbox"/> MARK 30153	Marketing Management
<input type="checkbox"/> TCU Core		<input type="checkbox"/> TCU Core	
<input type="checkbox"/> TCU Core		<input type="checkbox"/> TCU Core	

JUNIOR YEAR

<u>FALL SEMESTER (16 hours)</u>		<u>SPRING SEMESTER (15 hours)</u>	
<input type="checkbox"/> MARK 30113	Marketing Research	<input type="checkbox"/> MARK 30303	Design Thinking = MANA/MARK ELECTIVE
<input type="checkbox"/> MARK 30243	Customer Insights	<input type="checkbox"/> MANA 30313	Leader Development
<input type="checkbox"/> MANA 30153	Organizational Management	<input type="checkbox"/> MARK Major Elective	
<input type="checkbox"/> MANA 30323	Organizational Analysis & Problem Solving	<input type="checkbox"/> MARK Major Elective	
<input type="checkbox"/> INSC 30801	Business Applications in Excel (1 hr)	<input type="checkbox"/> TCU Core	
<input type="checkbox"/> Upper Level Business Core			

SENIOR YEAR

<u>FALL SEMESTER (15 hours)</u>		<u>SPRING SEMESTER (15 hours)</u>	
<input type="checkbox"/> MANA 40203	Managing People and Human Resources	<input type="checkbox"/> MARK 40203	Marketing Strategy
<input type="checkbox"/> MANA 40633	Principles of Negotiation	<input type="checkbox"/> MANA Major Elective	
<input type="checkbox"/> MARK Major Elective		<input type="checkbox"/> MANA 40213	Team Dynamics
<input type="checkbox"/> Upper Level Business Core		<input type="checkbox"/> MANA 40153	Strategic Management
<input type="checkbox"/> Upper Level Business Core		<input type="checkbox"/> TCU Core	

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



Double 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.	
Management Major Core (15 semester hours)	<ul style="list-style-type: none"> <input type="checkbox"/> MANA 30313 Leader Development (Spring only) <input type="checkbox"/> MANA 30323 Organizational Analysis & Problem Solving (WEM) (Fall only) <input type="checkbox"/> MANA 40203 Managing People and Human Resources (WEM) <input type="checkbox"/> MANA 40213 Team Dynamics <input type="checkbox"/> MANA 40633 Principles of Negotiation (Fall only) (WEM) Writing Emphasis Course
Marketing Major Core (9 semester hours)	<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) (WEM) Writing Emphasis Course <p>Note that all MARK classes are subject to their department's scheduling. Please check with your advisor or the MARK department to determine when classes are offered.</p>
In order to double major in Management and Marketing, the student must complete a minimum of 9 semester hours from the following electives: 3 hours of MANA courses, 3 hours of MARK 30303, and 9 hours of MARK courses.	
Management Major Electives (3 semester hours)	<ul style="list-style-type: none"> <input type="checkbox"/> MANA 40223 International Management (CA or GA) <input type="checkbox"/> MANA 40323 Organizational Research and Consulting <input type="checkbox"/> MANA 40343 Leading a Diverse Workforce <input type="checkbox"/> MANA 40970 Special Problems in Management
Management/Marketing Elective (3 semester hours)	<ul style="list-style-type: none"> <input type="checkbox"/> MARK 30303 Design Thinking (cannot also receive credit for ENTR 30543)
Marketing Major Elective (9 semester hours)	<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 40003 Senior Honors Research Paper <input type="checkbox"/> MARK 40103 Digital and Social Media <input type="checkbox"/> MARK 40213 International Marketing (CA or GA) <input type="checkbox"/> MARK 40223 Services Marketing <input type="checkbox"/> MARK 40233 Marketing Communications <input type="checkbox"/> MARK 40243 Product Innovation and Brand Management <input type="checkbox"/> MARK 40263 Foundations of Selling <input type="checkbox"/> MARK 40273 Consultative Selling <input type="checkbox"/> MARK 40700 Marketing Summer Abroad <input type="checkbox"/> MARK 40970 Special Problems in Marketing <input type="checkbox"/> INSC 40323 Procurement/Supply Management
Upper Division Business Core (22 semester hours)	<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 30383 Global Business with an Ethical Lens (CA) <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 last 2 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 (38) <input type="checkbox"/> Free Elective Courses-hours will vary depending upon major(s).