



Sample Marketing Major 4-Year Plan

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, Major Checklist or the University Catalog for clarification on course offerings and prerequisites.

First Year			
Fall Semester		Spring Semester	
Course	Credit Hours	Course	Credit Hours
ENGL 10803 Intro Comp: Writing as Inquiry	3	ECON 10233 Introduction to Macroeconomics	3
ECON 10223 Introduction to Microeconomics	3	INSC 20153 Statistical Analysis	3
MATH 10283 Applied Calculus	3	TCU CORE: Humanities - RT	3
TCU CORE: Humanities - LT	3	TCU CORE: Natural Science - GA	3
TCU CORE: Social Science - CSV	3	TCU CORE: Fine Art	3
Credit Hours	15	Credit Hours	15

Second Year			
Fall Semester		Spring Semester	
Course	Credit Hours	Course	Credit Hours
ACCT 20353 Fundamentals of Accounting	3	ENGL 20803 Intermediate Composition	3
INSC 20263 Business Information Systems	3	ENTR 20263 Entrepreneurship & Innovation	3
TCU CORE: Humanities - HT	3	MARK 30153 Marketing Management	3
TCU CORE: Natural Science	3	COMM 10123 Communicating Effectively (OCO)	3
General Elective	3	General Elective	3
Credit Hours	15	Credit Hours	15

Third Year			
Fall Semester		Spring Semester	
Course	Credit Hours	Course	Credit Hours
MARK 30113 Marketing Research	3	MARK Major Elective	3
MARK 30243 Customer Insights	3	MARK Major Elective	3
INSC 30801 Business Applications in Excel	1	FINA 30153 Financial Management	3
INSC 30313 Supply Chain Management	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3		
Credit Hours	16	Credit Hours	15

Fourth Year			
Fall Semester		Spring Semester	
Course	Credit Hours	Course	Credit Hours
MARK Major Elective	3	MARK 40203 Marketing Strategy	3
BUSI 30383 Global Business w/Ethical Lens (CA)	3	MARK Major Elective	3
MANA 30250 Organizational Behavior (8 Week 1)	1.5	ACCT 40163 Decision Making & Control	3
MANA 30350 Strategy (8 Week 2)	1.5	General Elective	3
General Elective	3	General Elective	3
General Elective	3		
Credit Hours	15	Credit Hours	15

TOTAL DEGREE HOURS	121
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** Courses listed above are provided as a **sample sequencing order only** and may not apply to all students. Please meet with your academic advisor for a personalized plan. Be advised, as stated in the University Undergraduate Catalog, " Faculty, Academic Advisors, and Deans are available to help students understand and meet academic requirements for a degree, but the students themselves are responsible for understanding and fulfilling them. The degree will be withheld pending adequate fulfillment if requirements are not satisfied.

Thus, it is essential that each student becomes familiar with all requirements and remains informed throughout their college career.