# Bachelor of Business Administration in Marketing
2021-2022 Catalog

## Overall Requirements to Graduate
- 120+ semester hours
- Completion of core curriculum
- Completion of a major
- 36 upper division credit hours
- GPA above 2.0
- Major GPA above 2.0
- Minor/Program complete (optional)

### Core Curriculum (48-50 hours)

**Theology (9 credit hours)** Must take in order. (Pre-req: Phil 1311 or 1315/3315)
- THEO 1301/3301 Intro to Sacred Scriptures
- THEO 2301/3311 Teachings of the Catholic Church
- THEO 3349 Christ and the Moral Life (Phil 2314 or 2316/3316)

**Philosophy (9 credit hours)** Choose one sequence:
- Systematic Sequence (must take in order)
  - PHIL 1311 Philosophy of the Human Person
  - PHIL 2314 Ethics
  - PHIL 3313 Metaphysics

- Historical Sequence (must take in order)
  - PHIL 1315/3315 Ancient Philosophy
  - PHIL 2316/3316 Medieval Philosophy
  - PHIL 3317 – Modern Philosophy

**Synthesis Course (3 credit Hours)**
Choose one synthesis course from the Synthesis Course List.

**English (9 credit hours)** Must take in order.
- ENGL 1341 The Classical Tradition: Literature & Composition I
- ENGL 1342 The Middle Ages: Literature & Composition II
- ENGL 2312 The Modern World: Literature & Composition III

*Students with transfer credit:
- 3 transfer credits: Take 1341/1342 (left)
- 6 transfer credits: Take ENGL 3312 (below)

**History (6 credit hours)** Choose one pair of courses:
- World History
  - HIST 1335 World Community I
  - HIST 1336 World Community II
- U.S. History
  - HIST 2333 U.S. History to 1877
  - HIST 2334 U.S. History since 1877

**Social and Behavioral Sciences (6 credit hours)** Choose one option:
- Social and Behavioral Sciences Option
  - Choose two courses from the Social and Behavioral Sciences Core course list.
- Social and Behavioral Sciences + Oral Communication Option
  - Choose one course from the Social & Behavioral Sciences Core course list.
  - Choose one course from the Communication Core Course list.

**Natural Sciences (8-10 credit hours)** Choose one option:
- Natural Sciences Option (8 credit hours)
  - Choose two lecture/laboratory courses from the Natural Sciences Core course list.
- Natural Sciences + Modern and Classical Language Option (10 credit hours)
  - Choose one lecture/laboratory course from the Natural Sciences Core course list.
  - Choose two sequential courses in a language. Courses must be completed in order

**Mathematics (3 credit hours)**
- Choose one course from the Mathematics Core Course list.

**Fine Arts (3 credit hours)**
- Choose one course from the Fine Arts Core Course list.

**Freshman Symposium (1 credit hour)** Required for all incoming freshmen.
- UNIV 1111 Freshman Symposium

## Credit Hour Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Complete</th>
<th>Needed</th>
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</thead>
<tbody>
<tr>
<td>Hours completed</td>
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<tr>
<td>Hours in progress</td>
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<tr>
<td>Core hours needed</td>
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<td>Major hours needed</td>
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<tr>
<td>(Minor hours needed)</td>
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<tr>
<td>(Other hours needed)</td>
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<tr>
<td>TOTAL hours needed (120+)</td>
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Student: ___________________________  DATE: _____/_____/_________
ID#: ______________________________
Advisor: ___________________________

Last updated on April 28, 2021
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## Major Requirements (63 credit hours)

### Business Foundation Courses (24 credit hours) Best if completed before 60 hour mark

- ACCT 1341 – Principles of Accounting I
- ACCT 1342 – Principles of Accounting II (ACCT 1341)
- ECON 1331 – Principles of Macroeconomics
- ECON 1332 – Principles of Microeconomics
- MATH 1353 – Mathematics for Economics and Business
- MATH 3332 – Elementary Statistical Methods
- MGMT 2347 – Principles of Management
- MGMT 3320 – Business Communication

### Business Required Courses (18 credit hours)

- DEIS 4333 – Principles of Operations Management (MATH 1353/3332)
- ECON 3331 – International Economics (ECON 1331/1332)
- FINA 3339 – Corporate Finance (ECON 1332, ACCT 1341, MATH 3332)
- MGMT 3390 – Management Information Systems
- MGMT 4331 – Business Law
- MKTG 3343 – Principles of Marketing

### Business Capstone (3 credit hours) Take during final semester at UST

- MGMT 4399 – Senior Seminar (DEIS 4333, FINA 3339, MKTG 3343, MGMT: 2347, 3320, 3390, 4331)

### Marketing Required Courses (12 credit hours)

- MKTG 3344 – Marketing Applications (MKTG 3343)
- MKTG 3345 – Consumer Behavior (MKTG 3343 recommended)
- MKTG 3346 – Advertising and Integrated Marketing Communications (MKTG 3343 recommended)
- MKTG 3351 – Marketing Research (MATH 1353; MATH 3332; MKTG 3343)

### Marketing Electives (6 credit hours)

- 6 hours of marketing-related electives with approval of faculty advisor.

## Electives

### Electives to reach the 120 hour minimum to graduate (7-9 credit hours)

## Totals

### Total undergraduate hours (120 minimum):

**MINIMUM TOTAL: 120+**

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