

Students who wish to request enrollment in a full MKTG class must do so with the Department of Marketing. Refer to <mays.tamu.edu/mktg/mktg-advising>. The UPO does not handle wait-list requests.

Department of Marketing
Catalog 200931 (132) 2009 – 2010

Department Advisors:

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<mays.tamu.edu/mktg>

FOUNDATION COURSES (Required):

Note: MKTG 321 is a prerequisite for all other MKTG courses. Additional prerequisites may apply.

MKTG 322 Buyer Behavior

MKTG 323 Marketing Research *Additional Prerequisite: INFO 303*

MKTG 448 Marketing Management (*Writing-Designated (W) section*)

Note: MKTG 448 is limited to MKTG majors who are in their final semester of course work. It is offered every semester and at least one summer session.

MARKETING ELECTIVES (Select 4 courses for a total of 12 credit hours):

The Department of Marketing determines availability and scheduling of these courses. Courses may not be available each semester or summer session.

MKTG 325	Retail Concepts & Policies
MKTG 326	Strategic Retailing
MKTG 335	Personal Selling
MKTG 344	Marketing Channels Management
MKTG 345	Promotion Strategy
MKTG 347	Advertising
MKTG 401	Global Marketing
MKTG 402	International Marketing: Study Abroad
MKTG 403	International Market Entry Strategies (available with MKTG 402 enrollment)
MKTG 425	Retail Merchandising
MKTG 436	Sales Management
MKTG 438	Marketing Strategy and the Internet
MKTG 440	Services Marketing
MKTG 442	Product Management
MKTG 447	Advertising Procedures
MKTG 484	Marketing Internship
MKTG 485	Directed Studies
MKTG 489	Special Topics in ... <i>Additional prerequisites apply</i>

Marketing majors may earn BUSN 392 credit (2) and MKTG 485 credit (1) for an approved Co-op experience and substitute the three (3) combined hours for a business or marketing elective. For more information, contact Dr. Stephen McDaniel, MKTG Co-op advisor, s-mcdaniel@tam.u.edu or 979-845-5801.

Students considering graduate school in marketing should take INFO 305 as either a business or marketing elective.

IMPORTANT NOTE: Marketing majors are strongly advised to subscribe to the Marketing listserv. Subscription is free and may be activated by sending an email message to listserve@listserv.tamu.edu. In the body, type *Subscribe MKTG-BBA*.

Revised 06/09

MARKETING

Catalog 200931 (132) 2009 – 2010
120 Credit Hours Required

UPPER LEVEL BUSINESS MAJORS CHECK THEIR DEGREE AUDIT USING MyRecord THROUGH HOWDY <howdy.tamu.edu>.

FRESHMAN YEAR: FALL HRS

ENGL 104** (1*)	3
MATH 141*** (2*)	3
HIST 105 (3,4*)	3
NATURAL SCIENCE (5*)	4
PSYC 107 (7*)	3
	16

FRESHMAN YEAR: SPRING HRS

HUMANITIES ELECTIVE (10*)	3
MATH 142*** (2*)	3
HIST 106 (3,4*)	3
NATURAL SCIENCE (5*)	4
KINE 198 – HEALTH & FITNESS (6*)	1
	14

SUMMER I HRS

SOPHOMORE YEAR: FALL HRS

ACCT 229*** (CBK)	3
ECON 202*** (CBK)	3
INFO 210*** (CBK)	3
POLS 206 (4*)	3
COMM 203 or 205 OR 243	3
	15

SOPHOMORE YEAR: SPRING HRS

ACCT 230*** (CBK)	3
ECON 203*** (CBK)	3
MGMT 211*** (CBK)	3
POLS 207 (4*)	3
BUSN 205 – 9XX (12*) (CBK)	3
KINE 199 (6*) – Must be taken S/U	1
	16

SUMMER II HRS

JUNIOR YEAR: FALL HRS

FINC 341 (CBK)	3
INFO 303 (CBK)	3
MGMT 363 (CBK)	3
MKTG 321 (CBK)	3
GENERAL ELECTIVE (11*)	3
	15

JUNIOR YEAR: SPRING HRS

INFO 364 (CBK)	3
MKTG 323	3
MARKETING ELECTIVE (18*)	3
INTERNATIONAL ELECTIVE (9*)	3
VISUAL & PERF. ARTS ELECT. (8*)	3
	15

SUMMER III HRS

SENIOR YEAR: FALL HRS

MKTG 322	3
MARKETING ELECTIVE (18*)	3
MARKETING ELECTIVE (18*)	3
BUSINESS ELECTIVE (19*)	3
GENERAL ELECTIVE (11*)	3
	15

SENIOR YEAR: SPRING HRS

MGMT 466 (CBK)	3
MKTG 448 – 9XX (12*)	3
MARKETING ELECTIVE (18*)	3
INTERNATIONAL ELECTIVE (9*)	3
GENERAL ELECTIVE (11*)	2
	14

SUMMER IV HRS

* Number refers to footnote number. Footnotes can be found on page 33.
 ** English 104 must be completed by the end of the Sophomore year or it cannot be taken at Texas A&M.
 *** These 8 core classes must be successfully completed before entering Upper Level.
 Students must be in Upper Level to take shaded courses.

FOOTNOTES FOR ALL CURRICULA

1. English 104 is a core curriculum requirement. Enrollment is restricted to students with freshman or sophomore classification (transfer hours included).
2. MATH 131, 151, or 171 will be accepted in lieu of MATH 142. MATH 152, 166, or 172 will be accepted in lieu of MATH 141.
3. To be selected from the list of *American History Electives*, limited to 3 hours of Texas History (page 34). Most business students take HIST 105 and HIST 106.
4. For those students under ROTC contract, see section on "Requirement in Political Science (Government) and History" in the *Undergraduate Catalog*.
5. Choose from the list of *Natural Science Electives* (page 35).
6. Kinesiology requirements are to be fulfilled by completing one KINE 198 Health and Fitness and one KINE 199 course. KINE 199 MUST be taken S/U. KINE 198 may be taken graded or S/U. Transfer students with fewer than 2 hours KINE must meet the KINE 198 requirement either by transfer of credit or by taking the course at Texas A&M.
7. *Behavioral Science Elective* to be selected from a specific list of courses in Anthropology, Psychology, Sociology and Women's Studies (page 34). Students majoring in Management or Marketing must take PSYC 107.
8. Choose from the list of *Visual and Performing Arts Electives* (page 38-39).
9. To be selected from the list of *International Electives* for business students (page 40-42). Six hours required. Management majors must take MGMT 450 as three of these required international elective credit hours. Agribusiness majors should go to 331 Blocker for a complete list of approved international electives.
10. Choose from the list of *Humanities Electives* (pages 36-38).
11. *General Electives* are any courses offered for university credit. Students may register for elective courses on a graded or pass/fail basis (S/U). See page 12 for S/U grading information. Students whose high school transcript does not satisfy Texas A&M University's *Foreign Language Graduation Requirement* MUST complete a two-semester sequence of a foreign language. These credits earned will count toward the general elective requirement.
12. Effective in Catalog 200731 (130), business students must take two (2) specific writing-designated (W) courses in their major. This course is an approved W course in the major.
13. Any 300- or 400-level Accounting course except ACCT 315, 316, 327, or 328. Before enrolling in ACCT 489, students should check with an advisor in the Accounting Department.
14. Any Finance course except FINC 201, 267, 409, 478, and 484.
15. MIS and Supply Chain Management majors select their directed electives from the lists located in the Undergraduate Program Office, 238 Wehner. Students who wish to use courses that are not listed must obtain prior approval from the department academic advisor.
16. Choose from any MGMT course except required MGMT courses and MGMT 105, 209, 309.
17. Any 300-or 400-level business course (ACCT, FINC, IBUS, INFO, MKTG) except MGMT 300-499; ACCT 484-485; FINC 341, 409, 484-485; IBUS 450, 452, 457, 484-485; INFO 303, 305, 309, 364, 484-485; MKTG 321, 409, 484-485.
18. Choose from any MKTG course except required MKTG courses and MKTG 409.
19. Any 300-or 400-level business course (ACCT, IBUS, INFO, FINC, MGMT) except MKTG 300-499; FINC 341, 409; INFO 303, 309, 364, MGMT 309, 363, 466.
20. Three hours of technical agriculture electives to be selected from any course offered by the College of Ag & Life Science except 285, 484, 485, and AGEC courses.
21. Communication elective to be selected from AGJR 404, ENGL 203, 235, 236, 301, COMM 205 or 243.
22. Any Texas A&M or transfer course, except KINE 199, not used to meet other degree requirements.
23. BHNR majors are required to take 6 of the following 10 courses as Honors: ACCT 229, 230; BUSN 205; FINC 341; INFO 210, 303, 364; MGMT 211, 363; MKTG 321.
24. Any 300-or 400-level business course (ACCT, FINC, IBUS, INFO, MGMT, MKTG) except FINC 341, 409; INFO 303, 309, 364; MGMT 309, 363, 466; MKTG 321, 409. *At least one of these courses must be writing-designated (W)*. Select in consultation with an Academic Advisor.

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