**BBA - Marketing Course Flow**

**Prerequisites:** Are courses or requirements that must be completed before enrollment in a course.

*Advisor approval is required to enroll in Mark 4311 and 4322. In order to receive approval, students must have completed all prerequisites. Call 817-272-3368 to make advising appointment.

**Required courses**

- Math 1302 or 1315 or equivalent
- Math 1316 or equivalent
- Busa/Stat 3321 Business Statistics
- Econ 2306 Principles of Microeconomics

**Marketing electives**

- Mark 3321 Principles of Marketing
- Mark 3324 Buyer Behavior
- Mark 4311 Marketing Research
- Mark 3322 - Personal Selling and Sales Mgt.
- Mark 3323 - Integrated Marketing Communications
- Mark 3325 - Internet Marketing
- Mark 4303 - Retail and Service Marketing
- Mark 4325 International Marketing

**Attention:** Busa/Mana 4322 – Organizational Strategy requires senior standing and all business core courses completed prior to enrollment.

For a complete list of degree requirements, course descriptions, or a complete list of prerequisites for business courses, please consult your Undergraduate Catalog.