

# BBA International Business - Marketing Track

Code	Title	Semester Hours
<b>BBA International Business Degree Plan - Marketing Track (120 hours)</b>		
<b>Core Requirements (42 hours)</b>		
First Year Seminar		3
FYE 1301	First Year Seminar	
Freshmen Composition I		3
EN 1311	Rhetoric and Composition	
or EN 1313	Rhetoric and Composition for International Students	
Literature		3
Any EN 23XX literature course		
History		3
Any 1000, 2000, or 3000-level HS course		
Social Science		6
EC 2301	Introductory Macroeconomic Theory	
EC 2303	Introductory Microeconomic Theory	
Mathematics		3
MT 1305	Finite Mathematics	
Natural or Physical Sciences		3
Select one: BL 1301, BL 1302, BL 3311, CH 1303, CH 1304, CH 1401, CH 1402, ES 1300, ES 1301, ES 1302, ES 1303, ES 1304, ES 1305, ES 1373, PY 1300, PY 1310, PY 1401, PY 1402		
Fine Arts		3
AR 1300, AR 1301, AR 1311, AR 1312, AR 2301, AR 2321, AR 2361, AR 2362, AR 3331, AR 3351, AR 3381, AR 3392, any 3 hr. DM course, 3 hrs. of MU		
Foreign Language		6
Intermediate level of any foreign language (xx 2311 and xx 2312) or (PR 2317 and PR 2318)		
Philosophy - Self		3
PL 1301	Intro to Philosophy	
Philosophy - Ethics		3
PL 2301	Foundations of Ethics	
Theology - God		3
TH 1301	Introduction to Theology	
Intermediate Theology		3
Any TH 33xx course		
<b>Greehey School of Business Common Body of Knowledge (45 hours)</b>		
BA 1301	Principles of Business I	3
BA 1302	Principles of Business II	3
MT 2306	Business Statistics	3
AC 2301	Financial Accounting	3
AC 2302	Managerial Accounting	3
BA 3351	The Legal Environment of Business	3
MN 3330	Organizational Behavior	3
QM 3321	Business Analytics	3
IB 3321	US Business in an Interdependent World	3
AC 3331	Accounting Information Systems	3
MK 3310	Principles of Marketing	3
FN 3310	Principles of Finance	3
QM 4330	Operations Management	3
BA 4334	Business Ethics & Corporate Social Responsibility	3
BA 4380	Strategic Management	3

**International Business Major Required Courses (15 hours)**

IB 4351	International Finance	3
IB 4352	International Marketing	3
IB 4358	International Management	3
IB 4390	Seminar in International Business	3
Select one 3000-level foreign language course		3

**International Marketing Track Required Courses (12 hours)**

IB 4353	International Market Analysis	3
IB 4354	Global Social Media Marketing	3
IB 4370	Int'l Marketing Exper Prac I	3
IB 4371	Int'l Marketing Exper Prac II	3

**Electives (3)**

An elective can be any course taken from any discipline. 3

**Total Semester Hours** 120

All prerequisites (MT 1305, MT 2306, EC 2301, EC 2303, AC 2301 (or AC 2310), AC 2302 (or AC 2320)), and business courses must be completed with a "C" grade or higher.

*This is a recommended degree plan subject to changes. Please meet with your advisor on regular basis.*

**First Year**

Fall	Semester Spring Hours	Semester Hours
FYE 1301	3 BA 1302	3
BA 1301	3 EC 2301	3
EN 1311	3 MT 2306	3
MT 1305	3 PL 1301	3
Fine Arts	3 Literature	3
	<b>15</b>	<b>15</b>

**Second Year**

Fall	Semester Spring Hours	Semester Hours
Natural or Physical Science	3 MN 3330	3
AC 2301	3 MK 3310	3
EC 2303	3 AC 2302	3
PL 2301	3 IB 3321	3
Foreign Language (2000 level)	3 Foreign Language (2000 Level)	3
	<b>15</b>	<b>15</b>

**Third Year**

Fall	Semester Spring Hours	Semester Hours
FN 3310	3 BA 3351	3
QM 3330	3 QM 4330	3
IB 4352	3 IB 4353	3
IB 4358	3 IB 4370	3
QM 3321	3 TH 1301	3
	<b>15</b>	<b>15</b>

**Fourth Year**

Fall	Semester Spring Hours	Semester Hours
History	3 Theology	3
Professional Foreign Language (3000 Level)	3 IB 4354	3
BA 4380	3 BA 4334	3
IB 4351	3 IB 4390	3

Elective	3 IB 4371	3
	<b>15</b>	<b>15</b>

**Total Semester Hours 120**

All prerequisites (MT 1305, MT 2306, EC 2301, EC 2303, AC 2301 (or AC 2310), AC 2302 (or AC 2320)), and business courses must be completed with a "C" grade or higher.