

College of Business

B.B.A. Marketing

Degree Offered at Stephenville, Fort Worth, Online, and Waco Locations

Course rotation and availability may vary based on location



2021-2022 Texas Common Course Numbering System Advising Guide

YEAR	FIRST SEMESTER			SECOND SEMESTER		
	TSU Requirement	TCCNS Option	Credit Hours	TSU Requirement	TCCNS Option	Credit Hours
F I R S T	ENGL 1301 TSU Core: CAO	ENGL 1301	3	ENGL 1302 TSU Core: Communications	ENGL 1302	3
	TSU Core: Life & Physical Science	See list of approved courses	4	TSU Core: Life & Physical Science	See list of approved courses	4
	BUSI 1301 ²	BUSI 1301	3	HIST 1301 TSU Core: American History	HIST 1301	3
	MATH 1314, 1324, 1332, 1342, 2412, or 2413 TSU Core: Mathematics	MATH 1314, 1324, 1332, 1342, 2412, or 2413	3	MATH 1316, 1324, 1325, 2412 or 2413 ²	MATH 1316, 1325, 2412 or 2413	3
	FYS 1100 TSU Core: CAO	PSYC or EDUC 1100, PSYC or EDUC 1200, PSYC or EDUC 1300	1	ECON 2301 ² TSU Core: Social & Behavioral Science	ECON 2301	3
Total Hours			14	Total Hours		16

YEAR	FIRST SEMESTER			SECOND SEMESTER		
	TSU Requirement	TCCNS Option	Credit Hours	TSU Requirement	TCCNS Option	Credit Hours
S E C O N D	GOVT 2305 TSU Core: Government/Political Science	GOVT 2305	3	GOVT 2306 TSU Core: Government/Political Science	GOVT 2306	3
	TSU Core: Language, Philosophy, & Culture	See list of approved courses	3	TSU Core: Communications	See list of approved courses	3
	ECON 2302 ²	ECON 2302	3	PSYC 2301 ²	PSYC 2301	3
	ACCT 2301 ²	ACCT 2301	3	ACCT 2302 ²	ACCT 2302	3
	HIST 1302 TSU Core: American History	HIST 1302	3	MKTG 3312 ²	None	3
Total Hours			15	Total Hours		15

YEAR	FIRST SEMESTER			SECOND SEMESTER		
	TSU Requirement	TCCNS Option	Credit Hours	TSU Requirement	TCCNS Option	Credit Hours
T H I R D	BUSI 2301 ²	BUSI 2301	3	BUSI 2311 ²	BUSI 2305	3
	MKTG 3315 ²	None	3	MGMT 3300 ²	None	3
	MKTG 3316 ²	None	3	BUSI 3312* ²	None	3
	BCIS 1305 ²	BCIS 1305	3	MKTG Elective ^{1,2}	None	3
	FINC 3301 ²	None	3	MKTG Elective ^{1,2}	None	3
Total Hours			15	Total Hours		15

YEAR	FIRST SEMESTER			SECOND SEMESTER		
	TSU Requirement	TCCNS Option	Credit Hours	TSU Requirement	TCCNS Option	Credit Hours
F O U R T H	TSU Core: Creative Arts	See list of approved courses	3	BUSI 4344 ²	None	3
	BCIS 4350 ²	None	3	BCIS 3315, 4090, or 4379 ²	None	3
	MKTG 4315 ²	None	3	MKTG 4316 ²	None	3
	BUSI 4359* ²	None	3	MKTG 4354 ²	None	3
	MKTG Elective ^{1,2}	None	3	Elective ^{#2}	None	3
Total Hours			15	Total Hours		15

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Degree Specific

- This 8 semester evaluation is contingent on the successful completion of each class. Please note this evaluation is designed with **prerequisites in mind.**
- ¹MKTG Elective options: MKTG 3317, 3318, 4302, 4312, 4314, 4084, 4086, 4389, 4090.
- 2Students must maintain a minimum 2.0 overall GPA in all upper-division work undertaken and a minimum grade of "C" or better in each course in the BBA core and major to remain in good standing.

Degree Information

- This 120 hour four-year degree plan provides a model for on-time completion of this TSU program using as many TCCNS courses as possible. The four-year plan also shows the first point when no TCCNS options are available for this program. See the current Undergraduate Catalog for course prerequisites. Course availability at TSU is subject to change, and the plan shown may change based on updates to TSU's course offerings.

- Texas Common Course Numbering System (TCCNS) provides a shared, uniform set of course designations for students and their advisors to use in determining both course equivalency and degree applicability of transfer credit on a statewide basis.

Individual academic programs may require specific courses contained in parts of the University Core Curriculum as prerequisites for certain major

- **requirements.** Students who wish to take courses that will fulfill both core and major requirements simultaneously should check with academic advisors for assistance in selecting core courses.

- Students meet the Writing Proficiency Requirement by completing two upper-level Writing Intensive courses in their major or courses designed for their degree program. Contact the Academic Advisor for additional information or questions.

- Residence is satisfied only by official enrollment in and completion of course work applied toward the degree requirements.

A minimum of 30 semester hours of work counted toward the degree must be completed with Tarleton. The work completed at Tarleton and counted toward the degree must include at least 30 advanced hours (3000 or 4000 level) and 12 of these advanced hours must be in the major subject.

- A minimum of 45 advanced credits (3000/4000 level course work) are required and needed to satisfy degree requirements.

- How does duplicating a course impact my GPA?

A student may take a course a second or subsequent time at the same institution. The highest grade will be included in the GPA calculation.



- Can I take a course at another school and transfer it back to TSU?

If you plan to take a course at another school and transfer it back to TSU, you need to meet with both an advisor and Transfer Services. An advisor can tell you the correct course number to take and assist with completion of a Concurrent Enrollment Form if needed.