Marketing

Sam Houston State University’s College of Business Administration offers students the opportunity to complete the requirements for a Bachelor of Business Administration degree in Marketing at the LSC-University Center. The upper level business core and a selection of upper level business electives will be offered on a rotational pattern. Students can take the lower level requirements at a Lone Star College System institution (or other community college or four-year university). The first two years of the Marketing program puts the student within a few hours of obtaining the AA degree from Lone Star College System.

Please note that all of the junior and senior level courses listed by SHSU course number (e.g., FIN 334, MKT 371, etc.) will be offered at the University Center. Students may transfer a maximum of 66 hours from a community college toward a bachelor's degree. Students are required to take at least 42 hours of advanced level courses. Upper level SHSU courses completed at the LSC-University Center count toward the residency requirements. Students must also complete at least 30 hours, of which 24 are advanced, from SHSU. The minimum total hours required to complete a BBA in Marketing is 120.

The staff members in the Academic Student Services Office at the LSC-UC assist all students in determining which program of study to pursue. This includes providing information about the variety of programs available, reviewing transcripts to aid in identifying any courses to be completed before entering the program of choice, and serving as liaison between the student and university program representatives. Students who have already earned an Associate’s degree or have a substantial number of college academic credit hours should contact the Academic Student Services Office for advising and to begin the transfer admission process for the university offering the degree program they desire to pursue.

This brochure was created by the Academic Student Services Office based on information from the partner university.

For more information, please contact the Academic Student Services Office at the LSC-University Center:

281.618.7140 or 936.273.7510
E-mail: UC@LoneStar.edu
Website: LoneStar.edu/UniversityCenter

3232 College Park Drive
The Woodlands, TX 77384
### Marketing-Bachelor of Business Administration
**Sam Houston State University**

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<th>SHSU Course #</th>
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<th>LSCS Course #</th>
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<td>or DNC 172</td>
<td>Rhythmic Struc. of Movement</td>
<td>DNC 2303</td>
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<tr>
<td>or DNC 176</td>
<td>Dance as Art</td>
<td>DANC 1301</td>
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<td>or ART 160</td>
<td>Introduction to Visual Arts</td>
<td>ARTS 1301</td>
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<td>or ART 163</td>
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<td>or ART 161</td>
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<td>or ART 167</td>
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<td>or THR 160</td>
<td>Introduction to Production</td>
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<td>or THR 161</td>
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<td>or THR 165</td>
<td>Theatre Appreciation</td>
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<tr>
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<tr>
<td>or THR 231</td>
<td>Theatre Speech I</td>
<td>DRAM 2336</td>
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<tr>
<td>or MUS 138</td>
<td>Survey of Music Literature</td>
<td>MUSI 1308</td>
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<td>or MUS 161</td>
<td>Intro to the Study of Music</td>
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<tr>
<td>or MUS 264</td>
<td>History of Rock, Jazz &amp; Popular Music</td>
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<tr>
<td>or MUS 265</td>
<td>Music Appreciation</td>
<td>MUSI 1306</td>
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### Communication (6 hrs)
- ENG 164 Composition I
- ENG 165 Composition II

### Mathematics (3 hrs)
- MTH 199 Math for Managerial Decision Making I

### Natural Science (8 hrs)
Choose two courses with labs
- BIO 138/118 Introductory Biology II
- or BIO 139/119 Introductory Biology I
- or BIO 134/114 Biology for Non-Majors I
- or BIO 135/115 Biological Chemistry for Non-Majors II
- or CHM 135/115 Inorganic Chemistry
- or CHM 138/118 General Chemistry I
- or CHM 139/119 General Chemistry II
- or GEL 133/113 Physical Geology
- or GEL 134/114 Historical Geology
- or PHY 138/118 General Physics I
- or PHY 139/119 General Physics II

### Humanities (3 hrs)
- ENG 265 Readings in Literature of Western World
- or ENG 266 Readings in Literary Genres
- or PHL 261 Intro to Philosophy
- or PHL 263 Intro to Ethics

### Visual & Performing Arts (3 hrs)
- AGR 299 Floral Design
- or ART 160 Introduction to Visual Arts
- or ART 260 Survey I: Art History
- or ART 161 Basic Design I
- or ART 162 Drawing
- or DNC 172 Dance as Art
- or DNC 176 Rhythmic Struc. of Movement

### Core Courses (51 hrs)

#### Business Core Courses (51 hrs)
- ACC 231 Principles of Accounting
- ACC 232 Principles of Accounting
- BAN 232 Business Analysis
- ECO 233 Microeconomics
- ECO 234 Macroeconomics
- ACC 331 Managerial Accounting
- BAN 363 Intermediate Business Analysis
- ECO 367 Intermediate Microeconomics
- ECO 467 Managerial Economics
- FIN 367 Business Finance
- GBA 281 Business Legal Environment
- GBA 389 Business Communications
- MGT 380 Principles of Management
- MGT 467 Strategic Management & Policy
- MGT 371 Principles of Marketing
- MIS 388 Management Information Systems

Choose 3 hrs from the following:
- or MGT 474 Service Operations Management
- or MGT 475 Operations Management

#### Major Requirements (18 hrs)
- MKT 378 Consumer Behavior
- MKT 472 Marketing Research
- MKT 471 International Management and Marketing
- MKT 473 Strategic Marketing Management

Choose 6 hrs from the following list:
- MKT 382 Sales Management
- MKT 383 Retailing
- MKT 385 Services Marketing Management
- MKT 387 Supply Chain Management
- MKT 389 Marketing Communication and Promotional Strategy

### Elective (3 hrs)

### Total Hours
120

*Admission to undergraduate upper division courses, i.e., 300- and 400-level, in the College of Business Administration, is limited to students who have completed at least 50 semester hours with a GPA of at least 2.0. Students seeking a BBA must complete ACC 231, ACC 232, BAN 232, ECO 233, ECO 234, and MTH 199 with a minimum GPA of 2.0 prior to taking 300- or 400-level business courses.

*See SHSU catalog for any changes

2010-2011