

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.

LSCS and the partner universities provide equal employment, admission, and educational opportunities without regard to race, color, religion, national origin, sex, age or disability.

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



**Marketing-Bachelor of
Business Administration
Sam Houston State University**

<u>SHSU Course #</u>	<u>SHSU Course Title</u>	<u>LSCS Course #</u>
Communication (6 hrs)		
ENG 164	Composition I	ENGL 1301
ENG 165	Composition II	ENGL 1302
Mathematics (3 hrs)		
MTH 199	Math for Managerial Decision Making I	MATH 1324
Natural Science (8 hrs)		
Choose two courses with labs		
BIO 138/118	Introductory Biology II	BIOL 1406
or BIO 139/119	Introductory Biology I	BIOL 1407
or BIO 134/114	Biology for Non-Majors I	BIOL 1408
	Biology for Non-Majors II	BIOL 1409
or CHM 135/115	Inorganic Chemistry	CHEM 1405
or CHM 138/118	General Chemistry I	CHEM 1411
or CHM 139/119	General Chemistry II	CHEM 1412
or GEL 133/113	Physical Geology	GEOL 1403
or GEL 134/114	Historical Geology	GEOL 1404
or PHY 138/118	General Physics I	PHYS 1401
or PHY 139/119	General Physics II	PHYS 1402
Humanities (3 hrs)		
ENG 265	Readings in Literature of Western World	ENGL 2332 or ENGL 2333
or ENG 266	Readings in Literary Genres	ENGL 2322 or ENGL 2323
or PHIL 261	Intro to Philosophy	PHIL 1301
or PHIL 263	Intro to Ethics	PHIL 2306
Visual & Performing Arts (3 hrs)		
AGR 299	Floral Design	ARTS 1301
or ART 160	Introduction to Visual Arts	ARTS 1301
or ART 260	Survey I: Art History	ARTS 1303
or ART 161	Basic Design I	ARTS 1311
or ART 163	Drawing	ARTS 1316
or DNC 172	Dance as Art	DANC 2303
or DNC 176	Rhythmic Struc. of Movement	DANC 1301

<u>SHSU Course #</u>	<u>SHSU Course Title</u>	<u>LSCS Course #</u>
or THR 160	Introduction to Production	DRAM 1330
or THR 164	Acting I	DRAM 1351
or THR 166	Theatre Appreciation	DRAM 1310
or THR 230	Stage Make-Up	DRAM 1341
or THR 231	Theatre Speech I	DRAM 2336
or MUS 138	Survey of Music Literature	MUSI 1308
or MUS 161	Intro to the Study of Music	MUSI 1301
or MUS 264	History of Rock, Jazz & Popular Music	MUSI 1310
or MUS 265	Music Appreciation	MUSI 1306
Cultural Studies (3 hrs)		
BSL 236	Multicultural Influences on Learning	
or GEO 265	World Regional Geography	GEOG 1303
or GEO 266	World Regional Geography	
or HIS 265	World History	HIST 2311
or HIS 266	World History	HIST 2312
or SOC 168	Intro to Ethnic Studies	SOCI 2319
or (SPAN, FREN, GERM) 263, 264		
History (6 hrs)		
HIS 163	U.S. History to 1876	HIST 1301
HIS 164	U.S. History since 1876	HIST 1302
Political Science (6 hrs)		
POL 261	Principles of American Government-National & State	GOVT 2301
POL 285	American Public Policy	GOVT 2302
Social & Behavioral Science (3 hrs)		
PSY 131	Introduction to Psychology	PSYC 2301
or SOC 131	Principles of Sociology	SOCI 1301
Speech Communication (3 hrs)		
COM 282	Communication for Business and the Professions	SPCH 1321
Other Requirements (4 hrs)		
KIN 215	Fitness for Living	KINE 1111
CTE 133(143)	Intro to Computers	COSC 1401 or BCIS 1405

*See LSCS catalog for more details on Associate's Degree

<u>SHSU Course #</u>	<u>SHSU Course Title</u>	<u>LSCS Course #</u>
Foundation Knowledge for Business Business Core Courses (51 hrs)		
ACC 231	Principles of Accounting	ACCT 2401
ACC 232	Principles of Accounting	ACCT 2402
BAN 232	Business Analysis	BUSI 2372
ECO 233	Microeconomics	ECON 2302
ECO 234	Macroeconomics	ECON 2301
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	BUSI 2301
GBA 389	Business Communications	
MGT 380	Principles of Management	
MGT 476	Strategic Management & Policy	
MKT 371	Principles of Marketing	
MIS 388	Management Information Systems	
Choose 3 hrs from the following:		
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