

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

2025-2026 Catalog

The Bachelor of Business Administration degree with a major in marketing requires sixty (60) semester hours to include:

GENERAL EDUCATION (Bachelor of Business Administration)	42 hours
MAJOR – Marketing	60 hours
ELECTIVES	18 hours
Total Hours in Degree Program	120 hours

GENERAL EDUCATION: 42 Hours

GEN 1101 University Seminar	1 hour
GEN 1111 HPU Perspectives Seminar	1 hour
BIB 1303 Introduction to the Old Testament	3 hours
BIB 1304 Introduction to the New Testament	3 hours
KIN 1100 Principles of Personal Fitness & Wellness	1 hour
Kinesiology Activity chosen from approved courses	2 hours
Communication Requirement chosen from approved courses	3 hours
ENG 1311 English Composition I	3 hours
ENG 1312 English Composition II	3 hours
English Literature Requirement chosen from approved courses	3 hours
Math Requirement, excluding MAT 1431 (refer to major for specific course)*	3 hours
Scientific Exploration Requirement with Lab chosen from the approved courses	4 hours
GOV 2311 American Government	3 hours
HIS 1310 U.S. History to 1877 or HIS 1320 U.S. History Since 1877	3 hours
Social Science Requirement chosen from approved courses	3 hours
Fine Arts Appreciation Requirement chosen from the approved courses	3 hours

***The advisor must be consulted in choosing the course to fulfill the general education math requirement.**

BBA MAJOR IN MARKETING: 60 HOURS

ACC 2311 Introduction to Financial Accounting	3 hours
ACC 2321 Introduction to Managerial Accounting	3 hours
BUS 3311 Business Law	3 hours
BUS 3335 International Business	3 hours
BUS 3351 Business Ethics	3 hours
BUS 3382 Analytics for Business	3 hours
BUS 4350 Business Research	3 hours
BUS 4051 Business Concept Mastery	0 hours
BUS 4351 Business Strategy	3 hours
ECO 2301 Introduction to Macroeconomics	3 hours
ECO 2302 Introduction to Microeconomics	3 hours
FIN 3301 Financial Management	3 hours
MGT 3303 Management	3 hours
MKT 3301 Marketing Management	3 hours
MKT 3305 Digital Marketing	3 hours
MKT 3345 Promotional Strategies	3 hours
MKT 3361 Retail Management	3 hours
MKT 4301 Marketing Internship	3 hours
MKT 4341 Marketing Strategy	3 hours

CHOOSE TWO COURSES FROM THE FOLLOWING LIST: 6 HOURS

- ACC 3311 Intermediate Accounting I
- ACC 3321 Intermediate Accounting II
- ACC 3351 Introduction to Taxation
- ACC 3331 Managerial Accounting
- ACC 4351 Financial Statement Analysis OR
FIN 4351 Financial Statement Analysis
- FIN 3361 Managerial Economics
- FIN 3391 Money and Banking
- FIN 4355 Contemporary Finance Theory and Practice
- MGT 3307 Operations Management
- MGT 4311 Human Resource Management
- MGT 4341 Entrepreneurship
- MGT 4355 Contemporary Management Theory & Practices