

TEXAS A&M UNIVERSITY – VICTORIA

RECOMMENDED COURSE SEQUENCE

BBA in Marketing (52.1401)

This table shows a sample recommended course sequence for this degree based on the UHV 2025-26 Catalog. Students should verify degree requirements and registration plans with an advisor to ensure accuracy. Please note that some degrees and colleges have specific GPA and other requirements.

First Year (Freshman)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
BUSI 1301	3	Intro to Business	CORE 060: HIST 1301	3	U.S. History I
CORE 020: MATH 1324	3	Finite Math	CORE 080: ECON 2301	3	Principles of Macro
CORE 010: ENGL 1301	3	Composition I	CORE 050	3	
CORE 090: COSC 1301	3	Tech and Problem Solving	CORE 010: ENGL 1302	3	Composition II
UNIV 1300	3	First-Year Seminar	CORE 090: SPCH	3	
Total Hours	15		Total Hours	15	
Second Year (Sophomore)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
ACCT 2301	3	Principles of Accounting I	ACCT 2302	3	Principles of Accounting II
ECON 2302	3	Principles of Microeconomics	BUSI 2305	3	Business Statistics
CORE 040	3		CORE 030	3	
CORE 070	3		CORE 070	3	
CORE 030	3		CORE 060: HIST 1302	3	U.S. History II
Total Hours	15		Total Hours	15	
Third Year (Junior)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
Major Group	3	Business Major A	Elective Group	3	Marketing Elective
MGMT 3303	3	Principles of Management	MGMT 3304	3	Legal Environment of Business
MKTG 3303	3	Principles of Marketing	MGMT 3306	3	Operation & Supply Chain
BUSI 3304	3	Data Analytics and Decision Making	COSC 3325	3	Info Systems in Orgs
LG4: UD Business	3		LG1: All TAMUV Classes	3	
Total Hours	15		Total Hours	15	
Fourth Year (Senior)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
FINC 3304	3	Business Finance	MGMT 4309	3	Strategic Management
MKTG 4313	3	Marketing Research	MKTG 4340	3	Marketing Management
Elective Group	3	Marketing Elective	Elective Group	3	Marketing Elective
LG1: All TAMUV Classes	3		Elective Group	3	Marketing Elective
LG1: All TAMUV Classes	3		LG1: All TAMUV Classes	3	
Total Hours	15		Total Hours	15	

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Group Name	Course Prefix	Course Number	Course Name	SCH
Business Major A	COMM	3327	MANAGERIAL COMMUNICATION	3
Business Major A	ENGL	3430	PROFESSIONAL WRITING	4
Business Major A	COMM	3326	BUSINESS COMMUNICATION	3
Marketing Elective Group	MKTG	3321	SELLING & SALES MGT	3
Marketing Elective Group	MKTG	4311	BUYER BEHAVIOR	3
Marketing Elective Group	MKTG	4312	PROMOTION MANAGEMENT	3
Marketing Elective Group	MKTG	4316	ELECTRONIC MARKETING	3
Marketing Elective Group	MKTG	4325	INTERNATIONAL MARKETING	3
Marketing Elective Group	MGMT	4335	PROJECT MANAGEMENT	3
Marketing Elective Group	MGMT	4336	GLOBAL LOGISTICS MANAGEMENT	3
Marketing Elective Group	MGMT	4337	GLOBAL SUPPLY CHAIN MANAGEMENT	3

LG1: [All TAMUV Classes](#)

LG4: [UD Business \(ACCT, BUSI, ECON, ENTR, FINC, HCAD, IBUS, MGMT, MKTG\)](#)