

Marketing - 4 Year Degree Plan

2025-2026

Lamar University's **Bachelor of Business Administration in Marketing** prepares you, through theoretical study and practical experience, for a career in the movement of goods and services. Your coursework will cover core principles in fields like finance and accounting in addition to advertising topics like consumer behavior, pricing theory and import/export. Depending upon your goals and academic objectives, you may choose to spend some time studying abroad.

NOTE: Degree plans may change over a four-year period. This may not be the most current list of course requirements for your program. It is always advised that you check Degree Audit in Banner Self-Serv or your advisor for the most up-to-date degree requirements and to track your progress toward a degree.

FIRST YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	BULW 1370 or MISY 1373	Business Environment and Public Policy or Introduction to Business Technologies			BULW 1370 or MISY 1373	Business Environment and Public Policy or Introduction to Business Technologies		
	ENGL 1301	Composition I	3		ENGL 1302	Composition II	3	
	Creative Arts Core		3		POLS 2301	Intro to American Government I	3	
	Life and Physical Science		3		MATH 1324	Mathematics for Business and Social Sciences	3	
	HIST 1301	U.S. History I 1763-1877	3		COMM 1321	Business and Prof Speech	3	
	Hours		15		Hours		15	

SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	ECON 2301 or ECON 2302	Principles of Economics I Macro or Principles of Economics II Micro			ACCT 2302	Introduction to Managerial Accounting		
	ACCT 2301	Introduction to Financial Accounting	3		ECON 2302	Principles of Economics II Micro	3	
	POLS 2302	Intro/American Government II	3		MGMT 3300	Intro to Crit Think/Business Decision Making	3	
	HIST 1302	U.S. History II Since 1877	3		ENGL 2300 or PHIL 2306	Ethics and Literature or Ethics	3	
	Life/Physical Science Core		3		BUAL 2305	Business Statistics	3	
	Hours		15		Hours		15	

THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MISY 3310	Principles of MIS			MKTG 3360	Consumer Behavior		
	MKTG 3310	Principles of Marketing	3		MGMT 3320	Production Management	3	
	BULW 3310	Business Law	3		MKTG 3350	E-Marketing	3	
	MGMT 3310	Principles of Org Behavior and Mgmt	3		Free Elective		6	
	FINC 3310	Principles of Finance	3					
	Hours		15		Hours		15	

FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MKTG 4330	International Marketing			MGMT 4370	Strategic Analysis		
	MKTG 4340	Marketing Promotion	3		MKTG 4370	Advanced Marketing Problems	3	
	MKTG 4360	Marketing Research	3		Free Electives		6	
	MKTG 4310	Marketing Management	3		COB Upper-Level Electives		3	
	Free Elective		3					
	Hours		15		Hours		15	