

Marketing - 4 Year Degree Plan

2026-2027

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. – Contact UAC at advising@lamar.edu, 409-880-8822, lamar.edu/findadvisor

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	3	_____	BULW 1370 or MISY 1373	Business Environment and Public Policy or Introduction to Business Technologies	3	_____
	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	3	_____	ACCT 2302	Introduction to Managerial Accounting	3	_____
	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	3	_____	MKTG 3360	Consumer Behavior	3	_____
	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	3	_____	MGMT 4370	Strategic Analysis	3	_____
	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	_____	