

Applied Marketing - 4 Year Degree Plan

2026-2027

Lamar University's **Bachelor of Applied Arts and Sciences in Marketing** is an **ONLINE** program that provides a path for students with an AAS in a business-related field to complete a bachelor's degree. This program will prepare you to make data-driven marketing decisions. You will learn valuable marketing tactics and gain an integrated marketing communications perspective while preparing for a variety of roles in our global business environment, and build on your own business knowledge to refine your critical analysis and problem-solving skills. – 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
	ENGL 1301	Composition I	3	___	ENGL 1302	Composition II	3	___
	Creative Arts Core		3	___	American History Core		3	___
	American History Core		3	___	POLS 2301	Intro to American Government I	3	___
	MATH 1342	Elementary Statistical Methods	3	___	Life and Physical Sciences Core		3	___
	Elective		3	___	Elective		3	___
	Hours		15	___	Hours		15	___
SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	POLS 2302	Intro/American Government II	3	___	Social and Behavioral Sciences Core		3	___
	Language, Philosophy and Culture Core		3	___	Component Area Option Core		3	___
	Elective		3	___	Elective		3	___
	Component Area Option		3	___	Elective		3	___
	Life and Physical Science Core		3	___	Elective		3	___
	Hours		15	___	Hours		15	___
THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MKTG 3310	Principals of Marketing	3	___	Elective		3	___
	Elective		3	___	MISY 3321	Spreadsheets for Bus Analytics	3	___
	AASC 3301	Leadership/Communication Strat	3	___	MKTG 3350	Digital Marketing	3	___
	Elective		3	___	Elective		3	___
	COMM 3340	Interviewing	3	___	MKTG 3360	Consumer Behavior	3	___
	Hours		15	___	Hours		15	___
FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	AASC 4301	Personal Productivity	3	___	MKTG 4340	Marketing Promotion	3	___
	MKTG 4310	Marketing Management	3	___	MKTG 4350	Entrepreneurial Market Opportunities	3	___
	BCOM 3350	Business Communications	3	___	Electives		3	___
	Electives		3	___	Electives		3	___
	MKTG 4330	International Marketing	3	___	Electives		3	___
	Hours		15	___	Hours		15	___