Texas Lutheran University Undergraduate Degree Plan

Bachelor of Business Administration : Business Administration - Marketing

Student Name: _____ **ID#:** _____

Prospective Graduation Date: _____ **Catalog Year:** 2024-2025

General Education			
Note	**CrHr**	**Course Title**	**Competency**
15	**hrs**	**Foundation requirements:**	
Basic Quantitative Literacy			
	0	MATH 133 College Math or higher	
Critical Reading			
	3	FREX 134	
Engaging Faith Traditions			
	3	THEO 133	
Modern Language*			
	3	Foreign language at 131 level or higher	Z
Written Communication			
	3	COMP 131	
	3	COMP 132	
*Can be met by a study abroad program lasting 4+ weeks			
19	**hrs**	**Distribution requirements:**	
	6	**Arts**	
	3		
	3		
	12	**Humanities (Max 2 courses/discipline)**	
	0	COMM 374	
	3		
	3		
	3		
	6	**Natural Sciences & Math (1 crs w/lab)**	
	0	STAT 374	
	4		
	6	**Social Sciences**	
	0	ECON Elective (237 or above)	
	0	ECON Elective (237 or above)	

Complete each of the following **Competencies:**			
3 Critical Thinking Courses (T)	X	X	X
3 Engaged Citizenship Courses (Z)	X	X	X
2 Communication Courses (C)	X	X	
1 Ethics Course (E)	X		

Reflective Modules (2)	

109	**Total Hours – 124 Hours Needed**

Student: _____

Advisor: _____

Dept Chair: _____

Registrar: _____

Date: _____

33	**hrs**	Business Administration - Marketing	
Note	**CrHr**	**Course Title**	**Competency**
	3	BUSI 231 Principles of Financial Acctl	
	3	BUSI 232 Principles of Managerial Acct	
	3	BUSI 337 Principles of Marketing	Z
	3	BUSI 338 Quantitative Decision Making	T
	3	BUSI 339 Bus and Legal Environment	Z
	3	BUSI 373 Principles of Management	Z
	3	BUSI 377 Business Finance	T
	3	BUSI 378 Business Communication	C
	3	BUSI 471 Business Strategy	C
	3	BUSI 477 Int Bus & Multinational Ops	Z
	3	BUSI 486 Bus Ethics	E
15	**hrs**	**Specialization**	
	3	BUSI 371 Prof Selling and Sales Mnmt	
	3	BUSI 372 Advert & Promotional Strat	Z
	3	BUSI 474 Marketing Research	
	3	BUSI 490 International Marketing	
	3	BUSI, ECON, SISE, or COMM 236	
27	**hrs**	**Supporting Coursework**	
	3	COMM 374 Professional Speaking	C
	3	ECON Elective (237 or above)	T
	3	ECON Elective (237 or above)	
	3	ISYS 231 Introduction to Info Sys	Z
	3	ISYS 232 Business Spreadsheet Apps	Z
	3	MATH 133 College Algebra	
	3	MATH 136 Business Calculus	T
	3	PSYC or SOCI	
	3	STAT 374 Statistics	
0	**hrs**	**Electives / Minor**	

IMPORTANT: An overall GPA of 2.0 and a major/minor GPA of 2.0 is required for graduation. All undergraduate degrees require a minimum of 124 hours. It is the student's responsibility to fulfill all degree requirements.