

Lamar University Undergraduate Degree Requirements

Name of Degree:

B.B.A. Marketing

All students must satisfy provisions of the Texas Success Initiative program, which are listed elsewhere in this catalog. Developmental courses do not count toward this degree plan.

I. Special Requirements within the
Philosophy of Knowledge Core
Curriculum and Physical Activity:

MATH 1325
COMM 3310

2. Required Courses for major

BULW 1370
MISY 1373
ECON 2302
ECON 2301
ACCT 2301
ACCT 2302
BULW 3310
MGMT 3310
BUAL 3310
MKTG 3310
OFAD/BCOM 3350
ECON 3340/3390
MGMT 3320
FINC 3310

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|---------------------------------|--------------|
| 5. Minor | Not required |
| TOTAL number of required hours: | 120 |