

## 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

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