



HOUSTON CHRISTIAN UNIVERSITY DEGREE PROGRAM PLAN
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MARKETING MAJOR

NAME: _____ H# _____ DATE: _____

CATALOG YEAR: **2023/2024**

Candidates for a single major undergraduate baccalaureate degree must complete a total of at least 125 credit hours along with the following requirements:

- No fewer than 30 semester hours of upper / advanced level (3000 or 4000) courses.
- No more than 6 credit hours in Kinesiology activity courses or other student activity hours will count towards the 125 credit hour requirement.
- Complete the Liberal Arts Core Requirements (certain majors may have their own prescribed Liberal Arts Core Requirements--please see your advisor in your major.)
- Complete a minimum of 30 hours or 25% of the required hours, whichever is greater, of residency at HCU including at least 12 advanced credit hours in the major.
- Cumulative GPA of at least 2.00 with no grade below "C" in courses required for the major.
- If completing a MINOR, at least 9 upper level hours of RESIDENCY at HCU included in the MINOR w/grade of C or higher in all courses.

Once admitted and enrolled at HCU, each student MUST:

- Receive prior approval for any courses taken at another college (once an undergraduate student has enrolled at HCU, no more than 18 semester hours total will be accepted for transfer credit.)
- File a degree plan with the Office of Academic Records before 64 credit hours have been completed.
- File a graduation application at least one (1) semester before anticipated date of graduation.

LIBERAL ARTS CORE REQUIREMENTS:

“**” Indicates course must be completed with a “C” or higher

COURSES	Hours	COURSES	Hours
*ENGL 1313 Composition and Literature I	3	*MATH 1313 College Algebra (required)	3
*ENGL 1323 Composition and Literature II	3	GOVT 2313 American and Texas Government	3
ENGL 2315 or 2325 Great Works of Literature I or II	3	HIST 2311 Western Civilization I	3
PSYC 1313 General Psychology	3	HISTORY: Choose 1 from HIST 2312, HIST 2313 or HIST 2323	3
PHIL 1313 Introduction to Philosophy	3	ART 2343 Art Appreciation or MUSI 1331 Music Appreciation	3
Natural Science & Lab	4	COMM 1323 Rhetoric and Public Speaking	3
CHRI 1301 Introduction to the Bible	3		
CHRI 2373 Christian Theology and Tradition	3	TOTAL HOURS IN LIBERAL ARTS CORE	43

Students transferring to Houston Christian University with 45 hours or more of transferable college credit are only required to take CHRI 3300, *Introduction to the Bible and Theology*, to meet their Liberal Arts Core Curriculum Christianity requirements.

MAJOR REQUIREMENTS: All courses within major must be completed with a “C” or higher.

COURSE NO.	COURSE NAME	HOURS
ACCT 2301	Principles of Accounting I	3
ACCT 2303	Principles of Accounting II	3
BUSA 1305	The World of Business	3
BUSA 2301	Business Math	3
BUSA 2315	Business Statistics	3
BUSA 2320	Legal Environment of Business	3
BUSA 3315	Spreadsheet Modeling with Business Applications	3
PHIL 3320	Business Ethics	3
ECON 2311	Micro Economics	3
ECON 2312	Macro Economics	3
FINA 3320	Corporate Finance	3
MIS 3330	Information Systems and Business Analytics	3
MGMT 3302	Principles of Management	3
MGMT 3308	Business Stewardship	3
MKTG 3301	Principles of Marketing	3
MGMT 4396	Global Business Strategy	3
Total BBA Core Hours		48
MKTG 3310	Consumer Behavior	3
MKTG 3313	Social Media Marketing	3
MKTG 3333	Sports, Entertainment & Event Marketing	3
MKTG 4330	International Marketing	3
MKTG 4336	Principles of Advertising	3
MKTG 4340	Marketing Internship	3
MKTG 4350	Marketing Research	3
MKTG 4360	Marketing Strategy	3
Total Hours in Major		72
Elective Hours Required		10
TOTAL HOURS IN DEGREE		125

OTHER GRADUATION REQUIREMENTS

Any departmental Exit Exams.

Community Life & Worship (CLW): 80 credits by graduation (Worship Events - at least 50 CLW credits & Community Life Events – no more than 30 CLW credits)
 A max of 60 CLW credits can be earned through CLEP, dual credits & transfer credit that is accepted through the HCU Office of Academic Records.

Freshman Year Seminar, FYS 1300, is required for all students entering with less than thirty (30) completed semester hours. College credit earned prior to high school graduation does not count toward the 30-hour credit. 100% online students will take a three -hour course, **ONLN 1300** Introduction to Online Learning, in place of FYS 1300.

APPROVED BY:

ADVISOR _____ DATE _____

DEAN OF COLLEGE _____ DATE _____

I HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN

STUDENT SIGNATURE _____ DATE _____

THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS PROCESSED BY _____ DATE _____