



HOUSTON CHRISTIAN UNIVERSITY DEGREE PLAN
BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MARKETING
CATALOG YEAR: 2025-2026

NAME: _____ H#: _____ DATE: _____

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-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
- Complete a minimum of 30 hours or 25% of the required hours, whichever is greater, of residency at HCU including at least 12 upper-level 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 with a 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 institution (up to 18 total credit hours only).
- File a degree plan with the Office of Academic Records before 60 credit hours have been completed.
- File an application to graduate at least one (1) semester before anticipated date of graduation.

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

Students transferring to Houston Christian University with 45 or more hours of transferable college credit are only required to take CHRI 3300, Introduction to 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 #	COURSE NAME	HOURS
BBA CORE REQUIREMENTS		
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
BUSA 3320	Business Ethics	3
ECON 2311	Microeconomics	3
ECON 2312	Macroeconomics	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 HOURS IN BBA CORE	48
MKTG 3310	Consumer Behavior	3
MKTG 3313	Social Media Marketing	3
MKTG 3333	Sports, Entertainment, and Event Marketing	3
MKTG 4330	International Marketing	3
MKTG 4336	Principles of Advertising	3
MKTG 4340	Marketing Internship or Any 3000/4000 level MGMT course	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:

- Community Life and Worship (CLW) points: 80 credits required for graduation (at least 50 points must be CLW-A earned through worship events, up to 30 points may be CLW-B earned through community life events).
- FYS 1300 Freshman Year Seminar is required for all students enrolling at HCU with fewer than thirty (30) completed semester hours. College credit earned prior to high school graduation does not count toward the 30-hour requirement. Students enrolled in 100% online degree programs will take a three-hour course, ONLN 1300 Introduction to Online Learning, in place of FYS 1300.

BY SIGNING BELOW, YOU ACKNOWLEDGE THAT YOU HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN. THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS.

STUDENT SIGNATURE _____

DATE _____

ACADEMIC ADVISOR _____

DATE _____

Office of Academic Records Use Only Processed by: _____ Date: _____