

Bachelor of Business Administration (BBA) Marketing 2026-2027 Official Degree Plan

Liberal Arts Core Curriculum (LACC) Requirements

HCU's Liberal Arts Core Curriculum guides students to more fully know and make known:

- **God**, the Creator and Redeemer, as he has revealed Himself in his Son, by the Holy Spirit, through the Scriptures and His World. *Core outcomes:* Biblical literacy ¹, Christian wisdom ², and theological proficiency ³.
- **God's Creation** by examining and engaging with the design, intricacy, and coherence of his world. *Core outcomes:* Scientific ⁴, quantitative ⁵, and aesthetic literacy ⁶.
- **Humans as God's Image Bearers** by investigating and celebrating human dignity, interdependence, and flourishing through their status as created, purposeful beings. *Core outcomes:* Investigation and celebration of human dignity ⁷, interdependence ⁸, and flourishing ⁹ through the cultivation of charity, humility, and verbal literacy.

For more information about the mission and philosophy of our Liberal Arts Core Curriculum, please visit the [Core Curriculum website](#).

COURSES	OUTCOMES	HOURS
CHRI 1301 Introduction to the Bible*	1 2 3 7 8 9	3
CHRI 2373 Christian Theology and Tradition*	1 2 3 7 9	3
PHIL 1313 Introduction to Philosophy	2 3 6 7 8 9	3
Natural Science with Lab	2 4 5 6	4
MATH 1313 College Algebra (required)*	2 4 5 6	3
ART 2343 Art Appreciation or MUSI 1331 Music Appreciation (choose one)	2 6 8 9	3
ENGL 1313 Composition and Literature I*	1 2 3 6 7 8 9	3
ENGL 1323 Composition and Literature II*	1 2 6 7 8 9	3
ENGL 2315 Great Works of Literature I or ENGL 2325 Great Works of Literature II (choose one)	1 2 3 6 7 8 9	3
GOVT 2313 American and Texas Government	2 7 8 9	3
COMM 1323 Rhetoric and Public Speaking	2 6 7 8 9	3
HIST 2311 Western Civilization I	1 2 6 7 8 9	3
HIST 2312 Western Civilization II, or HIST 2313 US History to 1877, or HIST 2323 US History from 1877 (choose one)	2 3 6 7 8 9	3
PSYC 1313 General Psychology	1 2 3 4 7 8 9	3
Total LACC Hours		43

* Course must be completed with "C" or higher

* Students transferring to HCU with 45 or more hours of transferrable college credit will take only CHRI 3300 Introduction to Bible and Theology ¹ ² ³ ⁷ ⁹ to meet their LACC Christianity requirements. This lowers the LACC requirement to 40 credit hours, but the student must still complete the total required hours for the degree.

Major Requirements

(all courses required for major must be completed with "C" or higher)

COURSES	HOURS
BBA Core	
ACCT 2301 Principles of Accounting I	3
ACCT 2303 Principles of Accounting II	3
BUSA 1305 The World of Business	3
BUSA 1321 Business Communications	3
BUSA 2315 Business Statistics	3
BUSA 2320 Legal Environment of Business	3
BUSA 2330 Financial Literacy and Generosity	3
BUSA 3315 Operations Management and Spreadsheet Modeling	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
MKTG 3301 Principles of Marketing	3
MGMT 4396 Global Business Strategy	3
Major Requirements	
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 Major Hours	72
Required Elective Hours	6
Total Hours in Degree	121

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Additional Graduation Requirements

1. At least 121 total credit hours, including 30 credit hours of upper-level (3000 or 4000) courses.
2. Community Life and Worship (CLW) credits: 80 credits required for graduation (at least 50 credits must be CLW-A earned through worship events, up to 30 credits may be CLW-B earned through community life events). CLW events offered each semester are listed on the [Spiritual Life CLW website](#).
3. FYS 1300 Freshman Year Seminar is required for all students enrolling at HCU with fewer than thirty (30) credit hours. College credit earned prior to high school graduation (e.g., dual credit) does not count toward the 30-hour requirement. Students enrolled in 100% online degree programs will take ONLN 1300 Introduction to Online Learning in place of FYS 1300.
4. At least 30 credit hours or 25 percent of the total credit hours required for an undergraduate degree (whichever is greater) must be earned at HCU, including at least 12 credit hours of upper-level courses in the major with a grade of "C" or better in each course.
5. Cumulative GPA of at least 2.00 with no grade below "C" in courses required for the major or as noted on the degree plan.
6. Once admitted and enrolled at HCU, no more than 18 credit hours may be transferred from another institution. Students should consult with their academic advisor prior to enrolling in courses at another institution.

Filing a Degree Plan

All undergraduate students must have an official signed and approved degree plan on file with the Office of Academic Records by the time they complete 64 credit hours. Students should contact their academic advisor to begin the process. If seeking a double degree, double major, minor, or certificate, an official degree plan must be filed for each program of study. For questions, email degreeplans@HC.edu.

Applying for Graduation

Undergraduate students should apply for graduation through the HCU student self-service portal at least one semester before their anticipated graduation date. An official degree plan must be on file before the application can be accessed. More information about applying for graduation, including deadlines, can be found on the [Graduation Application website](#). For questions, email grad@HC.edu.

Degree Works

Access Degree Works through the [HCU Student Portal \(my.HC.edu\)](https://my.HC.edu) to view your degree plan status, graduation application status, and track your progress to graduation. For questions, contact your academic advisor.

University Catalog

The University Catalog is the official record of academic policies. Students are responsible for familiarizing themselves with the information in the catalog, including attendance policies, transfer credit policies, academic standing information, and course descriptions. The catalog can be found on the [HCU Catalog website](#).

Acknowledgment and Signatures

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 and processed by the Office of Academic Records.

Student Name (Printed)

Student H#

HCU Email

Student Signature

Date

Advisor Signature

Date

Office of Academic Records Use Only

Processed By: _____

Date: _____