

St. Mary's University

BBA in Marketing with Digital Marketing Track – 120 Hours

The maximum credit transferable from a junior college, or any combination of junior colleges, is 66 semester hours.

St. Mary's Core (42 hours)

Requirements	Texas Common Course Equivalency	Hours Required
— First Year Experience	Not required for transfer students accepted with 30 or more credit hours. However, a student may need to take three (3) additional hours of elective credits in order to meet the required hours for this degree.	3
— Freshmen Composition I	ENGL 1301	3
— Literature	ENGL 1302 or any ENGL 23XX Literature course	3
— History	Any HIST 13XX or 23xx course	3
— Social Science	ECON 2301 and ECON 2302	6
— Mathematics	MATH 1324	3
— Natural or Physical Sciences	Select one: BIOL 1308, BIOL 1309, CHEM 1411, CHEM 1412, GEOL 1301, GEOL 1303, GEOL 1401, GEOL 1403, GEOG 1301, GEOL 1304, GEOL 1305, GEOL 1404, GEOL 1405, PHYS 1305, PHYS 1401, PHYS 1402.	3
— Fine Arts	Any 3-credit hour Fine Arts course from the following: ARTS, MUSI, DRAM	3
— Foreign Language	One course (1411 and 1412) in a language not previously studied or one courses (2311 and 2312) in a language previously studied	3
— Philosophy – Self	PHIL 1301	3
— Philosophy – Ethics	PHIL 2306	3
— Theology	Theology courses from other universities may be transferable with the approval of the Theology Department	3
— Intermediate Theology	Theology courses from other universities may be transferable with the approval of the Theology Department	3

GSB Common Body of Knowledge (45 CHRs)	Texas Common Course Equivalency	Hours Required
— BA 1301 – Principles of Business I	BUSN 1301	3
— BA 1302 – Principles of Business II	SPCH 1321	3
— MT 2306 – Business Statistics	BUSI 2305	3
— AC 2301 – Financial Accounting	ACCT 2301	3
— AC 2302 – Managerial Accounting	ACCT 2302	3
— BA 3351 – Legal Environment of Business	No equivalent	3
— MN 3330 – Organizational Behavior	No equivalent	3
— QM 3321 – Business Analytics	No equivalent	3
— IB 3321 – US Business in an Interdependent World	No equivalent	3
— QM 3330 – Management Information Systems	No equivalent	3

___	MK 3310 – Principles of Marketing	No equivalent	3
___	FN 3310 – Principles of Finance	No equivalent	3
___	QM 4330 – Operations Management	No equivalent	3
___	BA 4334 - Business Ethics	No equivalent	3
___	BA 4380 – Strategic Management	No equivalent	3
Marketing Major Courses (27 CHRs)			
___	MK 3330 – Consumer Behavior	No equivalent	3
___	MK 3340 – Integrated Marketing Comms	No equivalent	3
___	MK 3380 – Interactive Services Marketing	No equivalent	3
___	MK 4370 – Marketing Research	No equivalent	3
___	MK 4390 – Marketing Strategy	No equivalent	3
___	MK 3360 – Social Media Marketing	No equivalent	3
___	Marketing Elective	No equivalent	3
___	Digital Marketing Electives	No equivalent	6
Electives (6 CHRs)			

An elective can be any course taken from any discipline. Students can use these hours to pursue certificates, minors, or second majors.

Total Semester Hours - 120

Updated 11/19/2025