

Lamar University Undergraduate Degree Requirements

Name of Degree:	BS General Business – Advertising Communication Concentration
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 BUAL 3310 BUAL 3320 BULW 3310 ECON 3340/3390 FINC 3310 MGMT 3310 MKTG 3310 BCOM 3350 MGMT 3320 MISY 3310 MGMT 4370 ARTS 3351 ARTS 3352 COMM 3361/4365 COMM 4380 MKTG 3360 MKTG 4340 6 hours upper level business electives
3. Free Electives	3 hours

4. Other requirements	<u>ALL</u> 1000-LEVEL COURSES ON THIS DEGREE PLAN MUST BE COMPLETED BEFORE ENROLLING IN ANY REQUIRED 3000-LEVEL COURSE, AND ALL 2000 LEVEL COURSES MUST BE COMPLETED BEFORE ENROLLING IN REQUIRED COURSES AT THE 4000-LEVEL.
5. Minor	Not required
TOTAL number of required hours:	120