Sociology Track in Organizational Management and Marketing

The Applied Sociology Track for Organizational Management/Marketing prepares the student for a career in management or marketing in a broad array of organizations, including business enterprises, nonprofit agencies, and government service. This course of study will help the student gain experience in management or marketing strategies and specialized knowledge of social theories and issues related to business industries, organizational management, and marketing. The track indicates meritorious completion of the appropriate courses and does not represent a degree per se.

All students in this track program must complete the following requirements:

- SOCI 484 (6 credits)
- SOCI 479: Professional Development in Sociology II
- SOCI 335: Sociology of Organizations OR SOCI 322: Industrial Sociology (3 scheduled credit hours)
- 6 scheduled credit hours of additional sociology coursework, chosen from the following list:
  - SOCI 210: Sociology of Technology and Science
  - SOCI 212: Sociology of Popular Culture
  - SOCI 320: Demographic Methods
  - SOCI 325: International Business Behavior
  - SOCI 335: Sociology of Organizations**
  - SOCI 328: Environmental Sociology
  - SOCI 329: Pacific Rim Business Behavior
  - SOCI 322: Industrial Sociology**
  - SOCI 411: Social Psychology
  - SOCI 419: Class in Contemporary Society
- 6 scheduled credit hours of additional elective coursework, chosen from the following list:
  - MGMT 212: Business Law
  - MGMT 309: Survey of Management
  - MKTG 409: Principles of Marketing
  - PSYC 251: Survey of Organizational/Industrial Psychology
  - PSYC 354: Conflict and Negotiation (prerequisite PSYC 107)
  - COMM 320: Organizational Communication
  - COMM 323: Strategic Communication
  - COMM 324: Communication Leadership and Conflict Management
  - COMM 325: Persuasion
  - COMM 375: Media Audiences

- A cumulative GPR of 3.0 or above must be earned in courses counting toward the track
- The Undergraduate Program Director may approve substitutions for alternative courses to count towards completion of the track. No more than TWO (2) courses taken at institutions other than Texas A&M University-College Station may be substituted. In the event of the unavailability of an Internship, the student MUST substitute the equivalent in scheduled credit hours from the approved list of additional Sociology courses in the track.

*Internships must be in an agency related to organizational management or marketing, to be determined by the Director of the Sociology Internship Program

**This course may count toward the six credits of additional sociology coursework if NOT taken as the required three scheduled credit hours.