

# MARKETING - BBA

Effective Fall 2016 - 2017

## Degree Requirements

<u>GENERAL EDUCATION</u>		<u>BUSINESS CORE</u>	
Encl 1301, 1302	6	Acct 2301	3
Math 1315	3	Acct 2302	3
Math 1316	3	Econ 2305	3
Science (Natural Science with Lab)	6	Econ 2306	3
Language, Philosophy, Culture	3	Insy 2303	3
Creative Arts	3	Bcom 3360	3
Hist 1311 and 1312	6	Blaw 3310	3
Pols 2311 and 2312	3	Bstat 3321	3
Fina 2330 or Mana 2302	3	Fina 3313	3
Coms 1301	3	Mana 3318	3
Non-business Elective	<u>3</u>	Mark 3321	3
		Opma3306	3
		Mana 4322	<u>3</u>
<b>TOTAL</b>	<b>45</b>	<b>TOTAL</b>	<b>39</b>

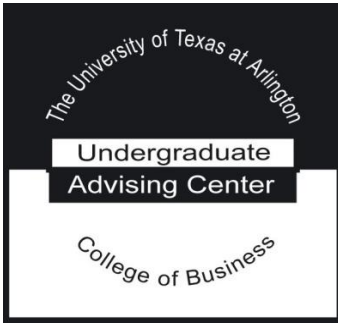
In addition to the above requirements, a student must fulfill course requirements listed below:

<u>MARKETING CONCENTRATION</u>		<u>ADVANCED BUSINESS COURSES</u>	
Mark 3324	3	Acct Elective	3
Mark 4311	3	Econ Elective	3
Mark 4322	3	Business Electives	
Mark Electives	<u>9</u>	(No Mark)	<u>12</u>
<b>TOTAL</b>	<b>18</b>	<b>TOTAL</b>	<b>18</b>

### TOTAL NUMBER OF HOURS REQUIRED FOR A BBA MARKETING DEGREE

GENERAL EDUCATION	45
BUSINESS CORE	39
CONCENTRATION & ELECTIVES	<u>36</u>
<b>TOTAL</b>	<b>120</b>

Web Site: [www.uta.edu/business/ugadvise](http://www.uta.edu/business/ugadvise)



# MARKETING - BBA

## Four Year Plan

Fall 2016 - 2017

Complete degree requirements and course prerequisites can be found online at [catalog.uta.edu](http://catalog.uta.edu).

### FIRST YEAR

#### **First Semester - 15 Hours**

ENGL 1301      Composition I  
 MATH 1315      College Algebra for Econ. & Bus. Analysis  
 HIST 1311      History of the U.S. to 1865  
 Life & Physical Science (3 hours)  
 COMS 1301      Fundamentals of Public Speaking

#### **Second Semester - 15 Hours**

ENGL 1302      Composition II  
 MATH 1316      Mathematics for Econ. & Bus. Analysis  
 HIST 1312      History of the U.S. 1865 to Present  
 Life & Physical Science (3 hours)  
 Creative Arts (3 hours)

### SECOND YEAR

#### **First Semester - 15 Hours**

ACCT 2301      Principles of Accounting I  
 ECON 2305      Principles of Macroeconomics  
 Social & Behavioral Science (3 hours)  
 POLS 2311      Government of the U.S.  
 Language, Philosophy & Culture (3 hours)

#### **Second Semester - 15 Hours**

ACCT 2302      Principles of Accounting II  
 ECON 2306      Principles of Microeconomics  
 INSY 2303      Introduction to M.I.S. & Data Processing  
 POLS 2312      State & Local Government  
 Non-Business Elective (3 hours)

### THIRD YEAR

#### **First Semester - 15 Hours**

BLAW 3310      Legal & Ethical Environment of Business  
 FINA 3313      Business Finance  
 MANA 3318      Managing Organizational Behavior  
 MARK 3321      Principles of Marketing  
 Advanced Economics Elective (3 Hours)

#### **Second Semester - 15 Hours**

MARK 3324      Buyer Behavior  
 Advanced Marketing Elective (3 Hours)  
 BCOM 3360      Effective Business Communication  
 BSTAT 3321      Business Statistics I  
 \*Advanced Business Elective (3 Hours)

### FOURTH YEAR

#### **First Semester - 15 Hours**

MARK 4311      Marketing Research  
 Advanced Marketing Elective (3 Hours)  
 OPMA 3306      Operations Management  
 Advanced Accounting Elective (3 Hours)  
 \*Advanced Business Elective (3 Hours)

#### **Second Semester - 15 Hours**

MARK 4322      Advanced Marketing Management & Strategy  
 Advanced Marketing Elective (3 Hours)  
 MANA 4322      Organizational Strategy  
 \*Advanced Business Elective (3 Hours)  
 \*Advanced Business Elective (3 Hours)

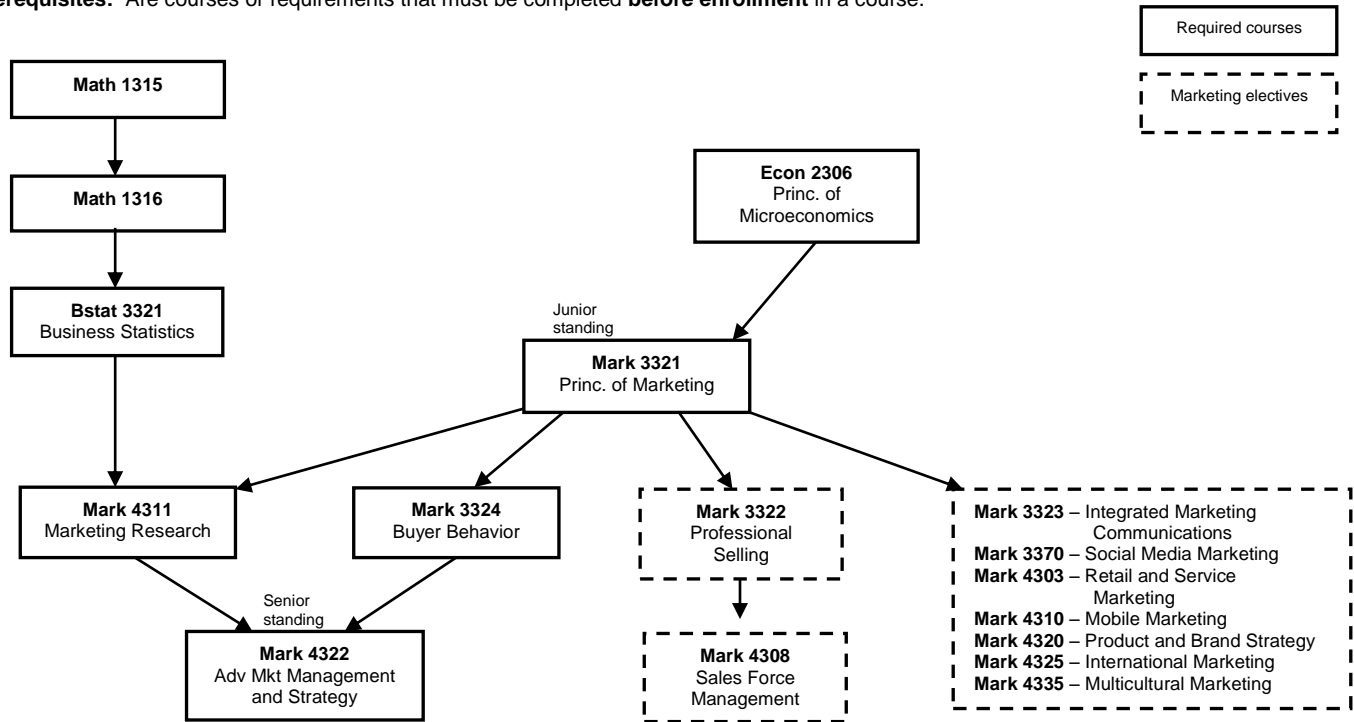
*This timeline is a recommendation. Please consult your Business Advisor as course availability is subject to change.*

*All students are subject to College of Business Admission Requirements.*

*\*Advanced Business Electives may not include a major prefix course.*

# BBA - Marketing Course Flow

**Prerequisites:** Are courses or requirements that must be completed **before enrollment** in a course.



**Attention:** Mana 4322 – Organizational Strategy requires senior standing and all business core courses completed prior to enrollment. For a complete list of degree requirements, course descriptions, or a complete list of prerequisites for business courses, please consult the *UTA Catalog*.

## Important Reminders:

- ALL STUDENTS are responsible for meeting College of Business Admission Requirements as outlined in the *UTA Catalog*.
- Before enrolling in a course, ALL STUDENTS are responsible for consulting the catalog and completing ALL required Prerequisite courses.
- ALL Business electives must be advanced: 3000 or 4000 level.
- ELECTIVES outside Business may be 1000, 2000, 3000, or 4000 level.
- COB Residency Requirements:
  - 39 hours of business coursework completed at UTA.
  - 24 of last 30 hours of Jr/Sr level coursework must be completed at UTA.
  - Transfer courses must be pre-approved by Business Undergraduate Advising.

## Notes:

- Due to AACSB accreditation, the following courses are NOT used on Business Degree Plans: 1) Intro to Business 2) College Adjustment 3) Secretarial courses 4) Vocational/Technical 5) WECM courses
- Courses in EXSS, EXSA, or theory courses in ROTC may be used for outside electives.
- MATH 1302 or 1325 may substitute for MATH 1315. MATH 1426 may substitute for MATH 1316.
- The Language/Philosophy/Culture requirement must be selected from an approved list as found in the *UTA catalog*.
- The Creative Arts requirement is satisfied by one of the following: ART 1301, 1309, 1310; ARCH 1301; MUSI 1300; THEA 1342 or 1343.
- BUSA 2304, ECON 2337, and FINA 2310 may not be utilized to meet Business degree requirements, or for grade points. Accounting majors may not utilize ACCT 3309 to meet degree requirements or for grade points. Business Foundation courses may not be used for credit toward any Business degree.
- Selected ROTC studies courses may substitute for advanced Business electives. See Advisor.
- Selected Industrial Engineering courses may substitute for certain Business courses. See Advisor.
- Only computer courses with major Management Information Systems element may substitute for INSY 2303. See Degree Plan Evaluator for possible substitution of a specific course.
- Freshman or Sophomore level Statistics classes completed at other institutions may be validated if the second half of these courses (Bstat 3322) is completed at UTA.
- Business electives and area of concentration electives should be selected to enrich a student's academic experience. See advisors for assistance in the selection of these electives.