

MARKETING - BBA

Effective Fall 2017 - 2018

Degree Requirements

<u>GENERAL EDUCATION</u>		<u>BUSINESS CORE</u>	
Engl 1301, 1302	6	Acct 2301	3
Math 1315	3	Acct 2302	3
Math 1316	3	Econ 2305	3
Life and Physical Science (w/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	6	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
		Opma 3306	<u>3</u>
		Mana 4322	3
TOTAL	45	TOTAL	39

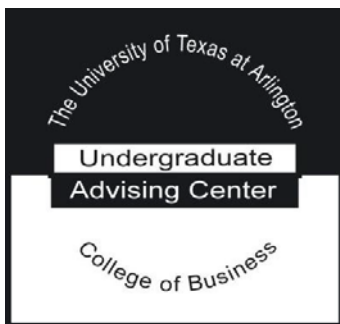
*For a list of eligible courses, see "General Core Curriculum for a Bachelor's Degree" in the University Catalog <http://catalog.uta.edu> .

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 (No Mark)	<u>12</u>
Mark Elective	<u>9</u>		
TOTAL	18	TOTAL	18

TOTAL NUMBER OF HOURS REQUIRED FOR A BBA MARKETING DEGREE

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



MARKETING - BBA

Four Year Plan

Fall 2017 - 2018

Complete degree requirements and course prerequisites can be found online at 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, strategically developed for students' success.

- It establishes a strong foundation in the freshman and sophomore years.
- It positions pre-requisite courses appropriately for advanced coursework.
- It provides a balance in coursework throughout each year.
- It promotes a timely graduation within four years.

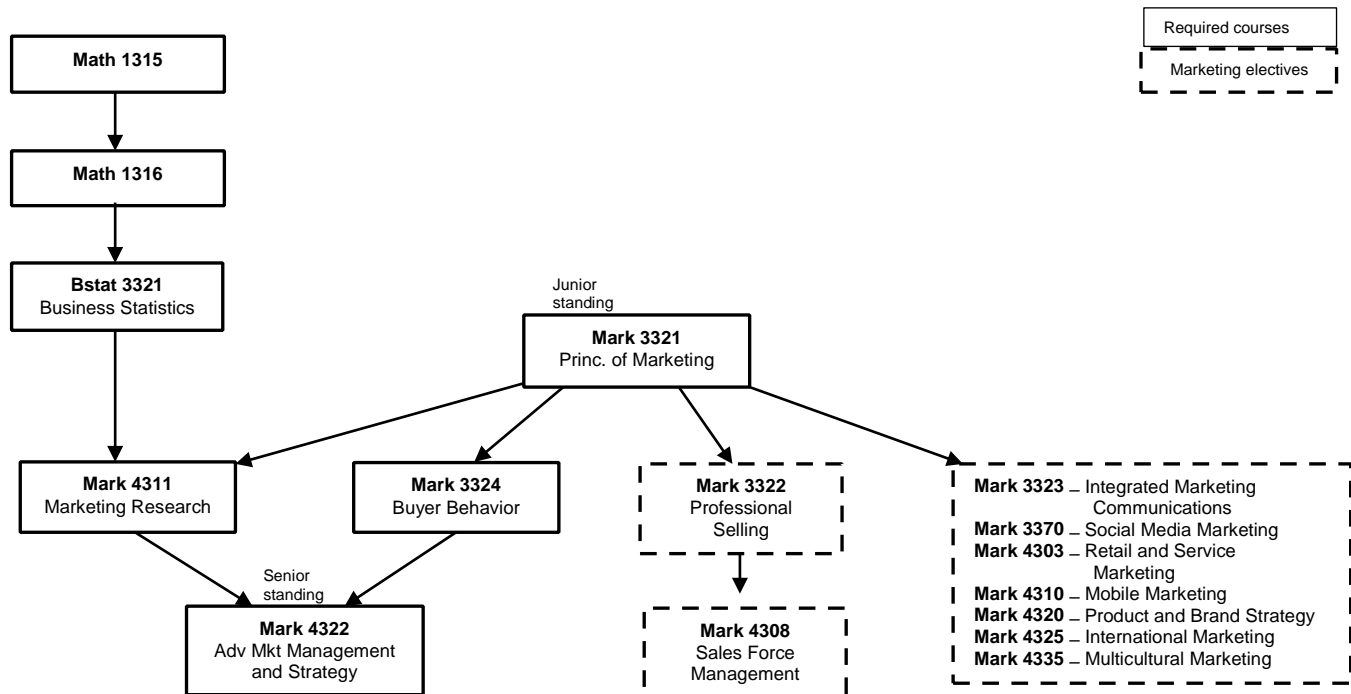
All students are subject to College of Business Admission Requirements.

*Advanced Business Electives may not include any major prefix course.

<http://www.uta.edu/business/ugadvise>

BBA - Marketing Course Flow

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



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.
- 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.
- To achieve graduation within four years, enroll in (15) hours each long semester (fall and spring) for total of (30) hours per academic year. An alternative to this is enrolling in (12) hours during each long semester (fall and spring) and (6) hours during the summer.

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