

MARKETING

Bachelor of Business Administration 2018-19

The University of Texas at Arlington
College of Business is accredited by AACSB
International, true of only 5 percent of all
business schools worldwide.



DEGREE REQUIREMENTS

General Education		Business Core		Advanced Marketing and Electives	
ENGL 1301, 1302	6	ACCT 2301, 2302	6	MARK 3324	3
MATH 1315, 1316 (MATH 1324, 1325)	6	ECON 2305, 2306 (ECON 2301, 2302)	6	MARK 4311	3
Life/Physical Science (2 classes w/lab) (030) *	6	INSY 2303 (BCIS 1305)	3	MARK 4322	3
Language/Philosophy/Culture (040) *	3	BCOM 3360	3	MARK Electives	9
Creative Arts (050) *	3	BLAW 3310	3	Accounting Elective	3
HIST 1311, 1312 (HIST 1301, 1302)	6	BSTAT 3321	3	Economics Elective	3
POLS 2311, 2312 (GOVT 2305, 2306)	6	FINA 3313	3	Business Electives (No MARK)	12
FINA 2330 or MANA 2302 (080)	3	MANA 3318, 4322***	6	Total	36
COMS 1301 (SPCH 1315 or 1321)	3	MARK 3321	3		
UNIV 1131/Non-business elective	3	OPMA 3306	3		
Total	45	Total	39	Total Credits for BBA	120

() Texas Common Course Numbers, TCCN if different or Core Curriculum Code

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

*** MANA 4322 (Organizational Strategy) prerequisites include ACCT 2301 and 2302, BSTAT 3321, ECON 2305 and 2306, FINA 3313, MANA 3318, and MARK 3321

ACADEMIC OPTIONS

Fast Track Programs in Business

This program enables outstanding senior business students to satisfy degree requirements leading to a master's degree in business while completing their undergraduate program. Students are allowed to complete up to 9 hours of selected graduate coursework and may continue as a graduate student if Bs or better are earned. GMAT, application and related application fees are waived.

Graduate Degree Options

Master of Business Administration	MS in Information Systems
MS in Business Analytics	MS in Quantitative Finance
MS in Economics	MS in Real Estate
MS in Human Resource Management	

Initial Consult with Undergrad Advisor

- Should occur during the first semester of junior year (60 credit hours)
- A plan to complete Fast Track Foundation Courses for selected graduate option is generated
- GPA standards are assessed and performance targets formulated

Admission Guidelines

- Completion of a minimum of 30 hours at UTA with a 3.3 GPA or better
- Completion of ALL required Fast Track Foundation Courses with a 3.5 or better and a B or better in each course
- 3.3 or better Overall GPA (at all institutions)
- 3.3 or better Business GPA at UTA

Fast Track Foundation Courses

Must complete these courses at UTA with a B or better and a 3.5 or better GPA.
FINA 3313
BSTAT 3321 or 3322 Business Statistics I or II (whichever is taken first at UTA)
2 additional courses determined by graduate program selected

Graduate Enrollment

Six to nine hours of graduate coursework will be completed as an undergraduate and apply to both degree programs.

Double BBA Major Options

Completion of the Double Major is attained by including all of the following courses in the BBA Marketing plan and completing with grades of a C or better in each course listed. This Double BBA option is not compatible with the Fast Track in Business.

Marketing and Management

MANA 3319
MANA 3320
Advanced Management Elective
Advanced Management Elective



UNIVERSITY OF
TEXAS
ARLINGTON

BUSINESS UNDERGRADUATE
ADVISING
COLLEGE OF BUSINESS

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www.uta.edu/business/ugadvise

FOUR YEAR PLAN

FIRST YEAR

First Semester - 16 hours

ENGL 1301 Composition I
 MATH 1315 College Algebra for Econ. & Bus. Analysis
 HIST 1311 History of the US to 1865
 Life & Physical Science (3 hours with lab)
 COMS 1301 Fundamentals of Public Speaking
 UNIV 1131* Student Success

Second Semester - 15 hours

ENGL 1302 Composition II
 MATH 1316 Mathematics for Econ. & Bus. Analysis
 HIST 1312 History of the US 1865 to Present
 Life & Physical Science (3 hours with lab)
 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 US
 Language, Philosophy, Culture (3 hours)

Second Semester - 14 hours

ACCT 2302 Principles of Accounting II
 ECON 2306 Principles of Microeconomics
 INSY 2303 Introduction to MIS & Data Processing
 POLS 2312 State & Local Government
 Non-Business Elective (2 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 Communications
 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, based on proper positioning of prerequisites and a balanced course load targeting a timely four year graduation.

An alternate plan would include 12 hours each long semester and 6 hours during the summer for a total of 30 completed hours per academic year.

* Currently, transfer students may use a non-business elective hour for this requirement.

MAJOR COURSE FLOW

