



MARKETING - BBA

Effective Fall 2010 - 2012

Degree Requirements

<u>GENERAL EDUCATION</u>		<u>BUSINESS CORE</u>	
Engl 1301, 1302	6	Acct 2301	3
Literature	3	Acct 2302	3
Liberal Arts 2000 <i>level ONLY</i>	3	Blaw 3311	3
Pols 2311, 2312	6	Econ 2305	3
Hist 1311, 1312	6	Econ 2306	3
Math 1302 <i>or</i> 1315	3	Fina 3313	3
Math 1316	3	Insy 2303	3
Mana 2302	3	Mana 3318	3
Fine Arts	3	Mana 4322	3
Science (Natural Science with Lab)	8	Mark 3321	3
Coms 1301 <i>or</i> 2305	<u>3</u>	Opma 3306	3
		BStat 3321	<u>3</u>
TOTAL	47	TOTAL	36

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	Bcom 3360	3
Mark 4322	3	Econ Elective	3
Mark Electives	<u>9</u>	Business Electives to include at least 2 areas	9
TOTAL	18	Outside Business or Adv. Business Elective	<u>3</u>
		TOTAL	21

TOTAL NUMBER OF HOURS REQUIRED FOR A BBA MARKETING DEGREE

GENERAL EDUCATION	47
BUSINESS CORE	36
CONCENTRATION & ELECTIVES	<u>39</u>
TOTAL	122

Web Site: www.uta.edu/business/ugadvise