



MARKETING - BBA

Effective Fall 2013 - 2014

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 level ONLY	3	Bcom 3360	3
Pols 2311, 2312	6	Blaw 3310	3
Hist 1311, 1312	6	Econ 2305	3
Math 1315	3	Econ 2306	3
Math 1316	3	Fina 3313	3
Mana 2302	3	Insy 2303	3
Fine Arts	3	Mana 3318	3
Science (Natural Science with Lab)	8	Mana 4322	3
Coms 1301 or 2305	<u>3</u>	Mark 3321	3
		BStat 3321	3
		Opma 3306	<u>3</u>
TOTAL	47	TOTAL	39

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 to	
Mark Electives	<u>9</u>	include at least	
		3 areas not Mark	<u>12</u>
TOTAL	18	TOTAL	18

TOTAL NUMBER OF HOURS REQUIRED FOR A BBA MARKETING DEGREE

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

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