



# MARKETING - BBA

## Four Year Plan

Fall 2015 - 2016

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.*