



MARKETING - BBA

Four Year Plan

Fall 2014 - 2015

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. 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 must include 3 different alpha prefixes from the College of Business and may not include a major prefix course.*