### DEGREE REQUIREMENTS

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

Total 45
Total 39

( ) 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](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 Business Analytics
- MS in Economics
- MS in Human Resource Management
- MS in Information Systems
- MS in Quantitative Finance
- MS in Real Estate

**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 accessed 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**
- 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**
- Must complete these courses at UTA with a B or better and a 3.5 or better GPA.
- 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
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)
- OMPA 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

Required Courses
Marketing Electives
C or better in Marketing courses required to progress.

MATH 1302 or MATH 1315

MATH 1316
Math for Econ & Bus

BSTAT 3321
Business Statistics I

MARK 3311
Marketing Research

MARK 3321
Principles of Marketing

MARK 3324
Buyer Behavior

MARK 3322
Professional Selling

MARK 3323 - Integrated Marketing Communications
MARK 3370 - Social Media Marketing
MARK 4303 - Retail and Service Marketing
MARK 4310 - Mobile Marketing
MARK 4320 - Product and Brand Strategy
MARK 4325 - International Marketing
MARK 4335 - Multicultural Marketing

MARK 4322
Adv Mkt Management and Strategy

MARK 4308 Sales Force Management

Junior Standing
Senior Standing

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MATH 1316
Math for Econ & Bus

BSTAT 3321
Business Statistics I

MARK 3311
Marketing Research

MARK 3321
Principles of Marketing

MARK 3324
Buyer Behavior

MARK 3322
Professional Selling

MARK 3323 - Integrated Marketing Communications
MARK 3370 - Social Media Marketing
MARK 4303 - Retail and Service Marketing
MARK 4310 - Mobile Marketing
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MARK 4322
Adv Mkt Management and Strategy

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