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Marketers conduct marketing research where they study cultural, social, economic, and environmental factors that can have an effect on product or service development. If you are sociable, creative, and enjoy working with teams, you can expect to find job positions, such as marketing coordinators, retail store managers, marketing directors, advertising managers, and public relations, with this career.

**A – GENERAL EDUCATION CORE – 42 HOURS**

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

**Required**

**080 - Social and Behavioral Sciences – 3 hours**

ECON 2301 Principles of Macroeconomics

**090 - Integrative and Experiential Learning – 3 hours**

QUMT 2398 Decision Analytics

**B – MAJOR REQUIREMENTS – 78 HOURS (60 advanced)**

**1 – Business Core – 48 hours (30 advanced)**

**a – Business Foundation – 18 hours**

ACCT 2301 Introduction to Financial Accounting  
ACCT 2302 Introduction to Managerial Accounting  
INFS 2300 Data Modeling Management Tools  
ECON 2302 Principles of Microeconomics  
MGMT 1301 Introduction to Business  
QUMT 2341 Business Statistics I

**b – Advanced Business Core – 30 hours (30 advanced)**

BLAW 3337 Business Law I  
QUMT 3341 Business Statistics II  
FINA 3380 Introduction to Finance  
MARK 3300 Principles of Marketing  
MGMT 3361 Principles of Management  
MGMT 4389 Strategic Management  
*Choose one (Management Information Systems):*  
INSF 3390 Management Information Systems  
ACCT 3326 Accounting Information Systems  
*Choose one (International Business):*  
INFS 3380 Global Information Technology  
ACCT 3350 International Accounting  
ECON 3353 International Trade  
FINA 4381 International Finance  
INTB 3330 International Business  
MARK 3310 International Marketing  
MGMT 4311 International Management  
*Choose one (Ethics):*  
ACCT 4350 Ethics for Accountants  
MGMT 4304 Business and Society  
MARK 3330 Business Ethics and Corporate Social Responsibility  
*Choose one (Business Communications):*  
COMM 3313 Business and Technical Communication  
MGMT 3335 Communication Policy and Strategy  
MARK 3320 Personal Branding and Communication

**2 – Marketing Core – 30 hours (30 advanced)**

**a – Marketing Foundation – 9 hours (9 advanced)**

MARK 3340 Consumer Behavior  
MARK 4350 Marketing Research  
MARK 4399 Marketing Strategy (Capstone)

**b – Marketing Certificate – 21 hours (21 advanced)**

*Select one certificate below:*

**i – Multicultural and Global Certificate – 21 hours (21 advanced)**

MARK 3311 Business and Culture  
MARK 3321 Hispanic Marketing  
MARK 4331 Multicultural Markets  
MARK 4341 Business in Asia  
MARK 4351 Business in Latin America  
MARK 4361 International Competitiveness

*Choose one:*

MARK 3350 Services Marketing  
MARK 3360 Retailing  
MARK 4360 Social Media and eMarketing  
MARK 4370 Topics in Marketing  
MARK 4380 Marketing Internship

**ii – Design, Commercialization and Development Certificate – 21 hours (21 advanced)**

MARK 3365 Product and Service Design  
MARK 3375 New Product Development  
MARK 4385 Integrated Marketing Communications  
MARK 4395 Fashion Design and Popular Culture

*Choose three:*

MARK 3350 Services Marketing  
MARK 3360 Retailing  
MARK 4360 Social Media and eMarketing  
MARK 4370 Topics in Marketing  
MARK 4380 Marketing Internship

**iii – Entertainment Business Certificate – 21 hours (21 advanced)**

MARK 3392 Event Marketing  
MARK 3393 Sports Marketing  
MARK 4394 Music Marketing  
MARK 4395 Fashion Design and Popular Culture

*Choose three:*

MARK 3350 Services Marketing  
MARK 3360 Retailing  
MARK 4360 Social Media and eMarketing  
MARK 4370 Topics in Marketing  
MARK 4380 Marketing Internship

**iv – Branding and Communication Certificate – 21 hours (21 advanced)**

MARK 3382 Branding  
MARK 3383 Pricing Strategy and Tactics  
MARK 4384 Professional Selling and Sales Management  
MARK 4385 Integrated Marketing Communications

*Choose three:*

MARK 3350 Services Marketing  
MARK 3360 Retailing  
MARK 4360 Social Media and eMarketing  
MARK 4370 Topics in Marketing  
MARK 4380 Marketing Internship

**v – No Certificate – 21 hours (21 advanced)**

*Choose 21 advanced hours from any of the certificates above, except courses unique to the Branding and Communication Certification.*

**TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**

**TOTAL ADVANCED HOURS – 60 HOURS**

**ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:**

**Admission requirements**

1. Student must complete all 18 hours of Business Foundation Courses, and a minimum of 15 General Education credits including ECON 2301, before applying to VCoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.5 GPA in combined General Education Core & Business Foundation completed coursework.
5. All students pursuing a Bachelor of Business Administration, Bachelor of Arts in Economics, or Bachelor of Science in Materials Management and Logistics from VCoBE, must apply for and be admitted to the VCoBE before they are allowed to enroll in the Advanced Business Core and Major coursework for their degree.

**Progression requirements**

1. Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 GPA.

**Graduation requirements**

Students must have:

1. A minimum 2.5 GPA in combined Advanced Business Core & Marketing Core coursework.
2. An overall minimum 2.5 GPA required.
3. In addition to the graduation requirements listed in the UTRGV 2017-2019 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.