
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

020 – Mathematics – 3 hours

MATH 1324 Mathematics for Business and Social Sciences

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)

ENTR 3340 New Venture Creation
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 3365 Product and Service Design
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.

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 2.6 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 in degree plan.

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 in degree plan.
3. In addition to the graduation requirements listed in the UTRGV 2018-2019 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.