## The University of Texas RioGrande Valley

## **Bachelor in Business Administration (BBA)**

Marketing

2022-2023

Image: Section 2301*       Principles of Macroeconomics       C       Order Coeffe Ready 151 status in Mathematics.       the precupative for ACCT 2201, cultif 2354, and QUMT 2355.         Image: Section 2301*       Principles of Macroeconomics       C       0       0       Section 2301*       Principles of Macroeconomics         Image: Section 2301*       Life and Physical Sciences (Core)       0       000       Section 2301*       Section 2301* <td< th=""><th></th><th></th><th>Min</th><th></th><th>keting</th><th>2022-20</th></td<>			Min		keting	2022-20
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1       3       MATH 1324       Mathematics by Disress and Sucial Sciences       C       0.000       College Ready TSI status in Mathematics.       This is the required Mathematics option for this degree. This sciences         1       3       ECON 2301*       Principles of Macroeconomics       C       0.000       Anthematics.       The is the required Mathematics.       Required for admission into RCVC6EE. This is the required and Behaviorial Sciences (Coro)       0.000         3       MGMT 1301*       Introduction to Business       C       0.000       Sciences       College Ready TSI status in Mathematics.         3       MGMT 1301*       Introduction to Business       C       0.000       Sciences       Sciences <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
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16 Semaster Total Hours       Course 1       Course options.         13 Choose 1       American History (Core)       000       See General Education Core for course options.         14 Choose 1       Life and Physical Sciences (Core)       030       See General Education Core for course options.         13 ACCT 2301*       Introduction To Financial Accounting       C       MATH 1314, MATH 1314, MATH 1324, or MATH 1325, or MATH 1325, manual set on the RCVCoBE. We recommend this course as soon as you can.         14 Semester Total Hours       VCoBE Computer Proficiency       ECON 2301 with a grade of Ci or better.       This exan is required to register for QUM 2341. Three atter be given to pass it for QUM 2341. Three atte pass of QUM 2341. Three atter be given to		Introduction to Business	С			Required for admission into RCVCoBE. We recommend you ta this course as soon as you can.
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* * Apply to be admitted into PCVCoBE at http://www.utray.edu/cobe/undergraduate/apply_for_admission *	! 3       QUMT 2341*         15       Semester Total Hours         3       Choose 1         3       Choose 1         1       Choose 1         3       QUMT 2398         3       Choose 1         3       Choose 1         3       Semester Total Hours	Government/Political Science (Core) Creative Arts Option (Core) Integrative/Experiential Learning Option (Core) Decision Analytics American History (Core)		050 090 090 060	Proficiency. MATH 1314, MATH 1414, MATH 1342, MATH 1324, or MATH 1325.	better will transfer as QUMT 2341. We recommend you take this course as soon as you meet the prerequisite. INFS 1001- VCoBE Computer Proficiency exam is required. For issues with registration email business.advising@utrgv.edu See General Education Core for course options. See General Education Core for course options. See General Education Core for course options. This is the required Integrative/Experiential Learning option in this degree. For issues with registration email business.advising@utrgv.edu See General Education Core for course options.

o Semester Total Hours

CORE: The 2022-2023 list of core courses can be found in the 2022-2023 Undergraduate Catalog: www.utrgv.edu/catalog > See 'Core Curriculum'

Symbols Key

Critical ('!'): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Applied Communication and Literacies; 090 - Humanities; 090 - Leadership; 090 - Science Labs; 090 - Interdisciplinary; 090 - Technologies; 090 - Language Diversity & Writing.

	!	H Course #	Course Title	Min. Grade G	EC Prerequisite	Additional Notes					
You MUST be admitted into RCVCoBE to be able to register for the Advanced Business Courses as shown on the											
		F	For questions contact the RCVCoBE Coordinators at: business.advising@utrgv.edu								
	!	3 MARK 3300 3 FINA 3380 3 MGMT 3361	Principles of Marketing Introduction to Finance	C C C	ACCT 2301, ACCT 2302, and ECON 2301.	Must be completed before the last course: MGMT 4389. Must be completed before the last course: MGMT 4389.					
	ž –		Principles of Management Business Law I Mgmt. Information Systems Option	C C C	Prerequisites may apply.	Must be completed before the last course: MGMT 4389.					
		5 Semester Total Hours									
AR		3 MARK 3320 or MGMT 3335 or COMM 3313	Business Communications Option	С	Prerequisites may apply.						
YE			Business Statistics II	С	QUMT 2341.						
THIRD	2	ECON 3353 or FINA 4381 or INFS 3380 3 or INTB 3330 or INTB 3350 or MARK 3310 or MGMT 4311	International Business Option	с	Prerequisites may apply.	Must be completed before the last course: MGMT 4389.					
č		3 MARK 3000-4999 or ENTR 3340 or HOST 1301	Advanced Restrictive Elective	с		See Degree Plan for course options.					
	!	3 MARK 3340	Consumer Behavior	С	Junior standing.						
	1	5 Semester Total Hours									
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ſ	2				e prerequisites for your major using y						
		You will need to	o request approval for MG	MT 43	89/MARK 4399 three weeks before reg	gistration begins by emailing					
				busir	ness.advising@utrgv.edu						
	!	H Course #	Course Title	Min. Grade	EC Prerequisite	Additional Notes					
	!		Marketing Research	С	QUMT 3343 or QUMT 3341.						
		3 MARK 3000-4999 or ENTR 3340 or HOST 1301	Advanced Restrictive Elective	С		See Degree Plan for course options.					
	-	3 MARK 3000-4999 or ENTR 3340 or HOST 1301	Advanced Restrictive Elective	С		See Degree Plan for course options.					
		3 MARK 4360	Social Media and eMarketing	С							
		3 MARK 3000-4999 or ENTR 3340 or HOST 1301	Advanced Restrictive Elective	С		See Degree Plan for course options.					
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AR		3 HOST 1301 MARK 3000-4999 or ENTR 3340 or	Advanced Restrictive Elective	С		See Degree Plan for course options.					
咒		<sup>3</sup> HOST 1301	Advanced Restrictive Elective	С		See Degree Plan for course options.					
RTH		3 MARK 3330 or MGMT 4304	Ethics Option	С	Prerequisites may apply.	Capstone course. This course MUST be taken in					
FOU		3 MARK 4399	Marketing Strategy (Capstone)	с	MARK 3300, MARK 3340, MARK 4350	the last semester, when graduating and registered in <u>all</u> remaining courses.					
		3 MGMT 4389	Strategic Management	с	MGMT 3361, MARK 3300, FINA 3380, AND one of the following courses: ACCT 3350 or INTB 3350 or ECON 3353 or FINA 4381 or INFS 3380 or INTB 3330 or MGMT 4311 or MARK 3310. Department approval is required. This course should be taken in the semester in which the student is graduating.	Capstone course. This course MUST be taken in					
		5 Semester Total Hours									
	1										
	1										
	1										

120 TOTAL HOURS (60) TOTAL ADVANCED HOURS Approved by RCVCoBE: Friday, March 11, 2022 Revised: Tuesday, March 29, 2022