

Bachelor of Business Administration in Marketing
2014 - 2015 Catalog

The University of Texas at Brownsville and Texas Southmost College

This document provides a list of the UTB/TSC courses required for the major and their equivalent UTRGV courses.

A significant number of courses have changed their course prefix, number, and title.

For any additional information, please visit the Academic Advising Center.

UTB/TSC Courses

Course Equivalents at UTRGV

GENERAL EDUCATION CORE COURSES REQUIRED FOR THE MAJOR

020 – Mathematics (†)

MATH 1314 College Algebra

MATH 1314 College Algebra

080 – Social and Behavioral Sciences (†)

ECON 2301 Principles of Macroeconomics

ECON 2301 Principles of Macroeconomics

A – GENERAL EDUCATION CORE – 42 HOURS

42 hours of General Education Core

B – MAJOR REQUIREMENTS

1 – Business Administration Lower Division Core – 18 hours

ACCT 2301 Principles of Accounting I (†)

ACCT 2301 Introduction To Financial Accounting

ACCT 2302 Principles of Accounting II (†)

ACCT 2302 Introduction To Managerial Accounting

BMIS 1310 Data Management Tools (†)

INFS 2300 Data Modeling Management Tools

BUSI 1301 Business Principles (†)

MGMT 1301 Introduction to Business

BUSI 2341 Statistics (†)

QUMT 2341 Business Statistics I

ECON 2302 Microeconomics (†)

ECON 2302 Principles of Microeconomics

2 – Business Administration Upper Division Core – 30 hours

BLAW 3337 Business Law I**

BLAW 3337 Business Law I

BUSI 3343 Decision Analysis **

QUMT 3341 Business Statistics II

ENGL 3322 Business Communications

ENGL 3343 Business Communication

MANA 3361 Principles of Management

MGMT 3361 Principles of Management

MARK 3371 Principles of Marketing

MARK 3300 Principles of Marketing

BMIS 3351 Information Systems in Organizations **

INFS 3390 Management Information Systems

FINA 3380 Managerial Finance **

FINA 3380 Introduction to Finance

MANA 4352 Business and Society **

MGMT 4304 Business and Society

MANA 3363 Operations Management

MGMT 4363 Operations Management

*BUSI 4369 Strategic Management **

MGMT 4389 Strategic Management

3 – Marketing Major – 24 hours

BMIS 3303 E-Commerce Strategies **

INFS 4312 E-Commerce Design

INTL 4371 International Marketing **

MARK 3310 International Marketing

MARK 3372 Consumer Behavior

MARK 3340 Consumer Behavior

MARK 4371 Sales Management and Personal Selling **

MARK 4384 Professional Selling and Sales Management

MARK 4372 Promotion Strategy **

MARK 4385 Integrated Marketing Communications

MARK 4376 Marketing Strategy **

MARK 4399 Marketing Strategy (Capstone)

MARK 4378 Marketing Research **

MARK 4350 Marketing Research

Choose one course:

MARK 4377 Topics in Marketing **

MARK 4370 Topics in Marketing

BUSI 4345 Business Internship ***

MARK 4380 Marketing Internship

C – BUSINESS RESTRICTED ELECTIVES – 6 HOURS

Select 6 hours from Business courses.

(6 hours must be advanced 3000, 4000 level)

6 hours of Business Restricted Electives

Select 6 hours from Business courses

(6 hours must be advanced 3000, 4000 level)

TOTAL CREDIT HOURS FOR GRADUATION - 120

TOTAL ADVANCED HOURS (minimum) - 36

Rev. Date: 3/30/15

Publication Date: 3/1/15

† Grade of "C" or better is required for graduation.

* Need Departmental Approval.

** Student must obtain approval for admission to Upper Division.

*** Student must obtain approval for admission to Upper Division and must have a 2.75 cumulative GPA.

Admission to Upper Division: completed, or be within 6 hrs. of completing ALL lower level BBA required courses, and have a 2.5 GPA.

For graduation, a student must have a 2.5 cumulative GPA, a 2.5 GPA in the major, and a 2.5 GPA in the upper division core.