

**Degree Type – Bachelor of Business Administration (BBA)**  
**Degree Title – Marketing**

*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.*

**STUDENT LEARNING OUTCOMES:**

1. **Students will acquire and retain marketing knowledge including concepts, theories, strategies, tactics, methods, techniques, and tools.**
2. **Students will acquire skills to put marketing knowledge and skills into practice including marketing research, developing marketing plans, making a sales pitch, and working with decision simulations.**
3. **Students will exhibit effective written and oral communication skills.**

**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**

**Social and Behavioral Sciences – 3 hours**

ECON 2301 Principles of Macroeconomics

**Integrative and Experiential Learning – 3 hours**

*Choose one from the following:*

INFS 2398 Information Technology for Student Success and Career Development

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):*

INFS 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 Courses including ECON 2301, before applying to CoBE.
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.

**Progression requirements**

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 2015-2017 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.