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.

**Academic Plan**

**First Year**
- ECON 2302* Principles of Microeconomics
- ECON 2301* Principles of Macroeconomics

**Second Year**
- MGMT 3300 Principles of Marketing
- FINA 3380 Introduction to Finance
- MGMT 3361 Principles of Management
- MARK 4399 Marketing Strategy (Capstone)
- MGMT 4389 Strategic Management

**Third Year**
- QUMT 3341 Business Statistics II

**Fourth Year**
- QUMT 2341 Decision Analytics
- ECON 2302 Principles of Microeconomics
- ECON 2301 Principles of Macroeconomics

**Additional Info**
- Note: Your catalog year is 2017-2018
- Students should complete their business foundations courses in their first two years in order to smoothly transition into more advanced courses!
- Your GPA matters. Employers, Scholarship Committees, and Graduate schools would love to see your GPA at 3.0 or higher! The minimum GPA for admission to VCOBE and graduation from VCOBE is 2.5.
- Be warned- A grade of “C” or better is required in all VCOBE business courses!!
- If you are feeling uncertain about anything, please email cobeadmit@utrgv.edu. Our program coordinators will field your questions or direct you to the right resources.
**FIRST YEAR**
- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1314, 1414, 1324 OR 1325 in your first year.
- Complete 30 credit hours.
- Apply to the Robert C. Varner College of Business & Entrepreneurship (VCDBE) the semester you enroll in your final business foundation courses. http://www.utrgv.edu/cobe/undergraduate/applicatio n-for-admission/index.htm
- Meet with an academic advisor and review your orientation folder with you to every session!
- Choose a major with confidence - Visit my.utrgv.edu and check out the Kuder Journeys.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.
- Look for a service-learning course to service, visit the Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you. If you still need some help, go to the Learning Center to get a tutor! They can really help!
- Set up your profile on the Engagement Zone through My.utrgv.edu.
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Want to bring your undergraduate experience to the next level? Consider joining the Business Honors Program.
- Join a student organization! Consider joining the American Marketing Association or visit VLink (my.utrgv.edu/vlink) for options.
- Create a résumé and set up your profile on the Career Connection icon (My.utrgv.edu).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job at the Career Center portal.
- Check your UTRGV email for the daily Messenger - locate and attend one student workshop.
- Update your résumé in Career Connection and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? A minor may expand your career options but are not required for BBA and BS degrees.
- Explain to someone how your academic program aligns with your strengths and interests.
- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1314, 1414, 1324 OR 1325 in your first year.
- Complete 30 credit hours.
- Apply to the Robert C. Varner College of Business & Entrepreneurship (VCDBE) the semester you enroll in your final business foundation courses. http://www.utrgv.edu/cobe/undergraduate/applicatio n-for-admission/index.htm
- Meet with an academic advisor and review your orientation folder with you to every session!
- Choose a major with confidence - Visit my.utrgv.edu and check out the Kuder Journeys.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.
- Look for a service-learning course to service, visit the Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you. If you still need some help, go to the Learning Center to get a tutor! They can really help!
- Set up your profile on the Engagement Zone through My.utrgv.edu.
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Want to bring your undergraduate experience to the next level? Consider joining the Business Honors Program.
- Join a student organization! Consider joining the American Marketing Association or visit VLink (my.utrgv.edu/vlink) for options.
- Create a résumé and set up your profile on the Career Connection icon (My.utrgv.edu).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job at the Career Center portal.
- Check your UTRGV email for the daily Messenger - locate and attend one student workshop.
- Update your résumé in Career Connection and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? A minor may expand your career options but are not required for BBA and BS degrees.
- Explain to someone how your academic program aligns with your strengths and interests.
- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1314, 1414, 1324 OR 1325 in your first year.
- Complete 30 credit hours.
- Apply to the Robert C. Varner College of Business & Entrepreneurship (VCDBE) the semester you enroll in your final business foundation courses. http://www.utrgv.edu/cobe/undergraduate/applicatio n-for-admission/index.htm
- Meet with an academic advisor and review your orientation folder with you to every session!
- Choose a major with confidence - Visit my.utrgv.edu and check out the Kuder Journeys.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.
- Look for a service-learning course to service, visit the Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you. If you still need some help, go to the Learning Center to get a tutor! They can really help!
- Set up your profile on the Engagement Zone through My.utrgv.edu.
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Want to bring your undergraduate experience to the next level? Consider joining the Business Honors Program.
- Join a student organization! Consider joining the American Marketing Association or visit VLink (my.utrgv.edu/vlink) for options.
- Create a résumé and set up your profile on the Career Connection icon (My.utrgv.edu).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job at the Career Center portal.
- Check your UTRGV email for the daily Messenger - locate and attend one student workshop.
- Update your résumé in Career Connection and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? A minor may expand your career options but are not required for BBA and BS degrees.
- Explain to someone how your academic program aligns with your strengths and interests.