Additional Info

- Note: Your catalog year is 2018-19
- 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 business.advising@utrgv.edu. Our program coordinators will field your questions or direct you to the right resources.

Contact Info

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Professor and Department Chair
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Pramod Iyer PhD
Program Director
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VCOBE Suite 214
utrgv.edu/marketing

Concerns/Questions? Contact BUSINESS.ADVISING@UTRGV.EDU

Degree Info

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.

UTRIO Grande Valley

2019-2020 Academic Plan

First Year

SECOND YEAR

THIRD YEAR

FOURTH YEAR

- Marketing Behavior
- Consumer Behavior
- Non-credit course option
- MARK 4390

- Business Statistics I
- Principles of Microeconomics

- Principles of Macroeconomics
- Principles of Managerial Accounting

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**INDUSTRIAL SALES**
- Services sales
- Visit my.UTRGV.edu
- Sales management
- Consumer product
- Customer service
- Locate
- Promotion:
  - Manufacturer
  - and ECON 2301

**COMMUNITY**
- APPLY WHAT YOU LEARN
  - Milestones
  - Advise & Support
  - Apply What You Learn

**GLOBAL, CAMPUS & COMMUNITY ENGAGEMENT**
- First Year
- Second Year
- Third Year
- Fourth Year

**MILESTONES**
- UTSA 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.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1324, MGMT 1301, and ECON 2301 in your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Complete 30 credit hours.
- Visit the Robert C. Varner College of Business & Entrepreneurship (VCDBE) the semester you enroll in your final business foundation courses. http://www.utrgv.edu/cob/e/undergraduate/appy-for-admission/index.htm
- Complete 30 credit hours.
- Have you landed an internship or acquired research experience? This is the year to make it happen.
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- Submit your application(s) for graduate school, an apprenticeship, or for fulltime employment.

**ADVICE & SUPPORT**
- Meet with your major advisor and bring your orientation folder with you to every session!
- Choose a major with confidence: Visit my.UTRGV.edu and check out MyMajors!
- 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.
- To find undergraduate research opportunities, visit your department and/or the Engaged Scholarship & Learning Office.
- Consider attending the LeaderShape Institute or attend the Engaged Scholar Symposium.
- Avoid study abroad opportunities? Consider going to Germany or South Korea.
- Check out a cultural campus or community event such as HESTEC or FESTIBA.
- Join another student organization. Perhaps, CoRegister Entrepreneurs’ Organization (CEO), Enactus or Visit Vlink for options.
- Check out a campus event that offers free lunch: bring a friend!
- Check out the VCOBE website, as well as other professional websites for postings on career/graduate school.
- Think about three people you can ask for letters of recommendation (professors, mentors, advisors, supervisors, etc.). Give them at least two weeks’ advance notice!
- When is the deadline for your graduate school application? Visiting the program admissions webpage. Must do not accept late applications!

**APPLY WHAT YOU LEARN**
- 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.
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**LIFE AFTER GRADUATION**
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- Complete at least 30 credit hours to graduate.
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**FIRST YEAR**
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**SECOND YEAR**
- UTSA 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.
- Shoot for a GPA of 3.0 or above!
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- Complete 30 credit hours.
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- Complete 30 credit hours.
- Have you landed an internship or acquired research experience? This is the year to make it happen.
- Complete at least 30 credit hours to graduate.
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**THIRD YEAR**
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- Complete your core English classes (section 010) during your first year.
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- Complete 30 credit hours.
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- Complete at least 30 credit hours to graduate.
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**FOURTH YEAR**
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- Complete 30 credit hours.
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**CAREERS**
- Industrial sales
- Wholesale sales
- Consumer product sales
- Financial services sales
- Services sales
- Advertising sales
- Corporate sales
- Manufacturer representation
- Direct consumer sales
- E-commerce
- Sales management
  - District, regional, and higher
- Promotion:
  - Consumer
  - Trade
  - Sales force
- Customer service