

Bachelor in Business Administration (BBA)  
Marketing

2019-2020

		! H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
<b>Remember to take the Business Foundation Courses listed below in their posted sequence or sooner!</b> <b>Business Foundation courses are listed in BOLD and an * next to their name.</b> <b>For questions or concerns please contact the VCoBE Program Coordinators at: <a href="mailto:business.advising@utrgv.edu">business.advising@utrgv.edu</a></b>									
FIRST YEAR	FALL	!	3	Choose 1	Communication (Core)	C	010	See General Education Core for course options.	
		!	3	MATH 1324	Mathematics for Business and Social Sciences	C	020	College Ready TSI status in Mathematics. This is the required Mathematics option for this degree. This course is the prerequisite for ACCT 2301, QUMT 2341 and QUMT 2398.	
			3	Choose 1	American History (Core)		060	See General Education Core for course options.	
			4	Choose 1	Life and Physical Sciences (Core)		030	See General Education Core for course options.	
			3	<b>MGMT 1301*</b>	Introduction to Business	C		Required for admission into VCoBE. We recommend you take this course as soon as you can.	
				UNIV 1301	Learning Framework			Only if required, based on ACT/SAT and high school rank.	
	<b>16 Semester Total Hours</b>								
	SPRING		!	3	Choose 1	Communication (Core)	C	010	See General Education Core for course options.
				3	Choose 1	American History (Core)		060	See General Education Core for course options.
				4	Choose 1	Life and Physical Sciences (Core)		030	See General Education Core for course options.
			3	QUMT 2398	Decision Analytics		090	Minimum grade of C in MATH 1314, MATH 1414, MATH 1342, or MATH 1324. This is the required Integrative/Experiential Learning option in this degree. For issues with registration email <a href="mailto:business.advising@utrgv.edu">business.advising@utrgv.edu</a>	
		!	3	<b>ECON 2301*</b>	Principles of Macroeconomics	C	080	Required for admission into VCoBE. This is the required Social and Behavioral Sciences (Core) Option in this degree. We recommend you take this course as soon as you can.	
<b>16 Semester Total Hours</b>									
<b>0 Semester Total Hours</b>									
SECOND YEAR	FALL	!	3	Choose 1	Government/Political Science (Core)		070	See General Education Core for course options.	
			3	Choose 1	Language, Philosophy & Culture (Core)		040	See General Education Core for course options.	
		!	3	<b>ACCT 2301*</b>	Introduction To Financial Accounting	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325. Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.	
		!	3	<b>INFS 2300*</b>	Data Modeling Management Tools	C		Computer proficiency. Required for admission into VCoBE. We recommend you take this course as soon as you can.	
			3	<b>ECON 2302*</b>	Principles of Microeconomics	C		ECON 2301 with a grade of 'C' or better. Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.	
	<b>15 Semester Total Hours</b>								
	SPRING			3	Choose 1	Government/Political Science (Core)		070	See General Education Core for course options.
				3	Choose 1	Creative Arts Option (Core)		050	See General Education Core for course options.
				1	Choose 1	Integrative/Experiential Learning Option (Core)		090	See General Education Core for course options.
		!	3	<b>ACCT 2302*</b>	Introduction To Managerial Accounting	C		ACCT 2301 with a 'C' or better. Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.	
!		3	<b>QUMT 2341*</b>	Business Statistics I	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325; and computer proficiency or INFS 1001. Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite. For issues with registration email <a href="mailto:business.advising@utrgv.edu">business.advising@utrgv.edu</a>		
<b>* * * Apply to be admitted into VCoBE at <a href="http://www.utrgv.edu/cobe/undergraduate/apply-for-admission">http://www.utrgv.edu/cobe/undergraduate/apply-for-admission</a> * * *</b>									
<b>13 Semester Total Hours</b>									
<b>0 Semester Total Hours</b>									

CORE: The 2019-2020 list of core courses can be found at: [www.utrgv.edu](http://www.utrgv.edu) > Academics > Undergraduate > General Education Core

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 - Computer Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
<b>You MUST be admitted into VCoBE to be able to register for the advanced business courses.</b>										
<b>THIRD YEAR</b>	<b>FALL</b>	!	3	MARK 3300	Principles of Marketing	C		Junior Standing.	Must be completed before the last course: MGMT 4389.	
		!	3	FINA 3380	Introduction to Finance	C		ACCT 2301, ACCT 2302, and ECON 2301.	Must be completed before the last course: MGMT 4389.	
		!	3	MGMT 3361	Principles of Management	C		51 credit hours completed.	Must be completed before the last course: MGMT 4389.	
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
			3	ACCT 3326 or INFS 3390	<i>Mgmt. Information Systems Option</i>	C		Prerequisites may apply.		
	<b>15 Semester Total Hours</b>									
	<b>SPRING</b>		3	MARK 3320 or MGMT 3335 or COMM 3313	<i>Business Communications Option</i>	C		Prerequisites may apply.		
			3	QUMT 3341	Business Statistics II	C		QUMT 2341.		
		!	3	MARK 3310 or INFS 3380 or ACCT 3350 or ECON 3353 or FINA 4381 or INTB 3330 or MGMT 4311.	<i>International Business Option</i>	C		Prerequisites may apply.	Must be completed before the last course: MGMT 4389.	
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
		!	3	MARK 3340	Consumer Behavior	C		Junior standing.		
	<b>15 Semester Total Hours</b>									
	<b>SUMMER</b>									
		<b>0 Semester Total Hours</b>								
<b>FOURTH YEAR</b>										
<b>FOURTH YEAR</b>										
		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
<b>FOURTH YEAR</b>	<b>FALL</b>	!	3	MARK 4350	Marketing Research	C		QUMT 3343 or QUMT 3341.		
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
			3	BLAW 3337	Business Law I	C		Junior Standing.		
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
	<b>15 Semester Total Hours</b>									
	<b>SPRING</b>		3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
			3	MARK 3000-4999	<i>Certificate or Non-Certificate Option</i>	C			See Degree Plan for course options.	
			3	MARK 3330 or MGMT 4304 or ACCT 4350	<i>Ethics Option</i>	C		Prerequisites may apply.		
			3	MARK 4399	Marketing Strategy (Capstone)	C		MARK 3300, MARK 3340, MARK 4350	Capstone course. This course MUST be taken in your last semester.	
		3	MGMT 4389	Strategic Management	C		MGMT 3361, MARK 3300, FINA 3380, AND one of the following courses: ACCT 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 your last semester.		
	<b>15 Semester Total Hours</b>									
	<b>SUMMER</b>									
		<b>0 Semester Total Hours</b>								

120 TOTAL HOURS  
(60) TOTAL ADVANCED HOURS

Approved by VCoBE: Friday, March 15, 2019  
Revised: Tuesday, May 28, 2019