# Bachelor in Business Administration (BBA)

## Marketing

**2019-2020**

<table>
<thead>
<tr>
<th>!</th>
<th>H</th>
<th>Course #</th>
<th>Course Title</th>
<th>Min. Grade</th>
<th>GEC</th>
<th>Prerequisite</th>
<th>Additional Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>!</td>
<td>3</td>
<td>Choose 1</td>
<td>Communication (Core)</td>
<td>C</td>
<td>010</td>
<td></td>
<td>See General Education Core for course options.</td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences</td>
<td>C</td>
<td>020</td>
<td>College Ready TSI status in Mathematics.</td>
<td>This is the required Mathematics option for this degree. This course is the prerequisite for ACCT 2301, QUMT 2341 and QUMT 2398.</td>
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<tr>
<td>3</td>
<td>Choose 1</td>
<td>American History (Core)</td>
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<td>060</td>
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<td>4</td>
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<td>Life and Physical Sciences (Core)</td>
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<td>030</td>
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<td>See General Education Core for course options.</td>
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<tr>
<td>!</td>
<td>3</td>
<td>MGMT 1301*</td>
<td>Introduction to Business</td>
<td>C</td>
<td></td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you can.</td>
<td></td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>QUMT 2398</td>
<td>Decision Analytics</td>
<td>090</td>
<td>Minimum grade of C in MATH 1314, MATH 1414, MATH 1342, or MATH 1324.</td>
<td>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></td>
<td></td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>ECON 2301*</td>
<td>Principles of Macroeconomics</td>
<td>C</td>
<td>080</td>
<td>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.</td>
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<tr>
<td>!</td>
<td>3</td>
<td>Choose 1</td>
<td>Communication (Core)</td>
<td>C</td>
<td>010</td>
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<td>See General Education Core for course options.</td>
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<td>See General Education Core for course options.</td>
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<td>Life and Physical Sciences (Core)</td>
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<td>030</td>
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<td>See General Education Core for course options.</td>
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<td></td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>ECON 2302*</td>
<td>Principles of Microeconomics</td>
<td>C</td>
<td></td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
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### Core Total Hours

**FIRST YEAR**

<table>
<thead>
<tr>
<th>!</th>
<th>H</th>
<th>Course #</th>
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<th>Prerequisite</th>
<th>Additional Notes</th>
</tr>
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<tbody>
<tr>
<td>3</td>
<td>Choose 1</td>
<td>Government/Political Science (Core)</td>
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<td>070</td>
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<td>See General Education Core for course options.</td>
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<td>Choose 1</td>
<td>Language, Philosophy &amp; Culture (Core)</td>
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<td>040</td>
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<td>See General Education Core for course options.</td>
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<tr>
<td>!</td>
<td>3</td>
<td>ACCT 2301*</td>
<td>Introduction To Financial Accounting</td>
<td>C</td>
<td></td>
<td>MATH 1314, MATH 1414, MATH 1324, or MATH 1325.</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>INFS 2300*</td>
<td>Data Modeling Management Tools</td>
<td>C</td>
<td></td>
<td>Computer proficiency.</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
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<tr>
<td>!</td>
<td>3</td>
<td>ECON 2302*</td>
<td>Principles of Microeconomics</td>
<td>C</td>
<td></td>
<td>ECON 2301 with a grade of ‘C’ or better.</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
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<tr>
<td>!</td>
<td>3</td>
<td>Choose 1</td>
<td>Government/Political Science (Core)</td>
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<td>See General Education Core for course options.</td>
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<td>Creative Arts Option (Core)</td>
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<td>Integrative/Experiential Learning Option (Core)</td>
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<td>090</td>
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<td></td>
<td>See General Education Core for course options.</td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>ACCT 2302*</td>
<td>Introduction To Managerial Accounting</td>
<td>C</td>
<td>ACCT 2301 with a ‘C’ or better.</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
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</tr>
<tr>
<td>!</td>
<td>3</td>
<td>QUMT 2341*</td>
<td>Business Statistics I</td>
<td>C</td>
<td>MATH 1314, MATH 1414, MATH 1324, or MATH 1325; and computer proficiency or INFS 1001.</td>
<td>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></td>
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### Asset Total Hours

**SECOND YEAR**

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<tr>
<th>!</th>
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<th>Min. Grade</th>
<th>GEC</th>
<th>Prerequisite</th>
<th>Additional Notes</th>
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<tr>
<td>!</td>
<td>3</td>
<td>Choose 1</td>
<td>Government/Political Science (Core)</td>
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<td>070</td>
<td></td>
<td>See General Education Core for course options.</td>
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<tr>
<td>3</td>
<td>Choose 1</td>
<td>Creative Arts Option (Core)</td>
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<td>050</td>
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<td>See General Education Core for course options.</td>
</tr>
<tr>
<td>1</td>
<td>Choose 1</td>
<td>Integrative/Experiential Learning Option (Core)</td>
<td></td>
<td></td>
<td>090</td>
<td></td>
<td>See General Education Core for course options.</td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>ACCT 2302*</td>
<td>Introduction To Managerial Accounting</td>
<td>C</td>
<td>ACCT 2301 with a ‘C’ or better.</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you meet the prerequisite.</td>
<td></td>
</tr>
<tr>
<td>!</td>
<td>3</td>
<td>QUMT 2341*</td>
<td>Business Statistics I</td>
<td>C</td>
<td>MATH 1314, MATH 1414, MATH 1324, or MATH 1325; and computer proficiency or INFS 1001.</td>
<td>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></td>
<td></td>
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### Symbol 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.

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

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Apply to be admitted into VCoBE at [http://www.utrgv.edu/cobe/undergraduate/apply-for-admission](http://www.utrgv.edu/cobe/undergraduate/apply-for-admission)
You MUST be admitted into VCoBE to be able to register for the advanced business courses.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Min. Grade</th>
<th>SEC</th>
<th>Prerequisite</th>
<th>Additional Notes</th>
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<tr>
<td>3</td>
<td>MARK 3300 Principles of Marketing</td>
<td>C</td>
<td></td>
<td>Junior Standing.</td>
<td>Must be completed before the last course: MGMT 4389.</td>
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<tr>
<td>3</td>
<td>FINA 3380 Introduction to Finance</td>
<td>C</td>
<td></td>
<td>ACCT 2301, ACCT 2302, and ECON 2301.</td>
<td>Must be completed before the last course: MGMT 4389.</td>
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<tr>
<td>3</td>
<td>MGMT 3361 Principles of Management</td>
<td>C</td>
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<td>51 credit hours completed.</td>
<td>Must be completed before the last course: MGMT 4389.</td>
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<tr>
<td>3</td>
<td>MARK 3000-4999 Certificate or Non-Certificate Option</td>
<td>C</td>
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<td>See Degree Plan for course options.</td>
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<tr>
<td>3</td>
<td>ACCT 3326 or INFS 3390 Mgmt. Information Systems Option</td>
<td>C</td>
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<td>Prerequisites may apply.</td>
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**FALL**

**THIRD YEAR**

<table>
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<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Min. Grade</th>
<th>SEC</th>
<th>Prerequisite</th>
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<tr>
<td>3</td>
<td>MARK 3313 Business Communications Option</td>
<td>C</td>
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<td>3</td>
<td>QUMT 3341 Business Statistics II</td>
<td>C</td>
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<td>QUMT 2341.</td>
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<td>MARK 3310 or INFS 3380 or ACCT 3350</td>
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<td>3</td>
<td>QUMT 3343 or QUMT 3341</td>
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<td>3</td>
<td>MARK 3300-4999 Certificate or Non-Certificate Option</td>
<td>C</td>
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<tr>
<td>3</td>
<td>MARK 3340 Consumer Behavior</td>
<td>C</td>
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<td>Junior standing.</td>
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**SPRING**

**FALL**

<table>
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<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Min. Grade</th>
<th>SEC</th>
<th>Prerequisite</th>
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<tr>
<td>3</td>
<td>MARK 3350 Marketing Research</td>
<td>C</td>
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<td>QUMT 3343 or QUMT 3341.</td>
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<td>3</td>
<td>BLAW 3337 Business Law I</td>
<td>C</td>
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<td>C</td>
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**SPRING**

**FOURTH YEAR**

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<tr>
<td>3</td>
<td>MARK 3000-4999 Certificate or Non-Certificate Option</td>
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<tr>
<td>3</td>
<td>MARK 3000-4999 Certificate or Non-Certificate Option</td>
<td>C</td>
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<tr>
<td>3</td>
<td>MARK 3300 or MGMT 4304 or ACCT 4350</td>
<td>C</td>
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<td>Ethics Option</td>
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<td>3</td>
<td>MARK 4399 Marketing Strategy (Capstone)</td>
<td>C</td>
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<td>MARK 3300, MARK 340, MARK 4350</td>
<td>Capstone course. This course MUST be taken in your last semester.</td>
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<tr>
<td>3</td>
<td>MGMT 4389 Strategic Management</td>
<td>C</td>
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<td>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.</td>
<td>Capstone course. This course MUST be taken in your last semester.</td>
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**SUMMER**

**FALL**

**SPRING**

**SUMMER**

**TOTAL HOURS**

(60) **TOTAL ADVANCED HOURS**

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