

**Bachelor of Business Administration (BBA)**  
**Marketing**

The 2026-2027 list of core courses can be found in the 2026-2027 Undergraduate Catalog: [www.utrgv.edu/catalog](http://www.utrgv.edu/catalog) > See 'Bachelors Degree Program Regulations'

Register for Business Foundation Courses in their sequence found <b>BOLDED</b> below with an *.											
Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes		
1	Fall	3	B/E/O	Choose 1	Communication	C	010		See General Education Core for course options.		
1	Fall	3	B/E/O	<b>MATH 1324*</b>	Mathematics for Business and Social Sciences	C	020	College Ready TSI status in Mathematics.	<b>This is the required Mathematics option for this degree. This course is the prerequisite for ACCT 2301, QUMT 2341, and QUMT 2398.</b>		
1	Fall	3	B/E/O	<b>ECON 2301*</b>	Principles of Macroeconomics	C	080		<b>Required for admission into RCVCoBE. 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>		
1	Fall	4	B/E/O	Choose 1	Life and Physical Sciences		030		See General Education Core for course options.		
1	Fall	3	B/E	<b>MGMT 1301*</b>	Introduction to Business	C			<b>Required for admission into RCVCoBE. We recommend you take this course as soon as you can.</b>		
1	Fall		B/E/O	UNIV	1301 Learning Framework 1101 Academic and Career Success 1001/1300 Living and Working by Design				As required, based on a number of factors such as credit hours earned, TSI status, high school rank, major declaration, etc.		
1	Fall	<b>16</b>	<b>Semester Total Hours</b>								
1	Spring	3	B/E/O	Choose 1	Communication	C	010		See General Education Core for course options.		
1	Spring	3	B/E/O	Choose 1	American History		060		See General Education Core for course options.		
1	Spring	4	B/E/O	Choose 1	Life and Physical Sciences		030		See General Education Core for course options.		
1	Spring	3	B/E	<b>ACCT 2301*</b>	Introduction to Financial Accounting	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325.	<b>Required for admission into RCVCoBE. We recommend you take this course as soon as you can.</b>		
1	Spring	3	B/E/O	<b>ECON 2302*</b>	Principles of Microeconomics	C		ECON 2301 with a grade of 'C' or better.	<b>Required for admission into RCVCoBE. We recommend you take this course as soon as you can.</b>		
1	Spring	<b>16</b>	<b>Semester Total Hours</b>								
Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes		
2	Fall	3	B/E/O	Choose 1	Government/Political Science		070		See General Education Core for course options.		
2	Fall	3	B/E/O	Choose 1	Language, Philosophy & Culture		040	Prerequisites may apply.	See General Education Core for course options.		
2	Fall	3	B/E/O	<b>INFS 2300*</b>	Data Modeling Management Tools	C			<b>Required for admission into RCVCoBE. Beginning Fall 2019, BCIS 1305 with a 'C' or better will transfer as INFS 2300. We recommend you take this course as soon as you can.</b>		
2	Fall	3	B/E	<b>ACCT 2302*</b>	Introduction to Managerial Accounting	C		ACCT 2301 with a 'C' or better.	<b>Required for admission into RCVCoBE. We recommend you take this course as soon as you can.</b>		
2	Fall	3	B/E/O	<b>QUMT 2341*</b>	Business Statistics I	C		MATH 1314 or MATH 1414 or MATH 1324 or MATH 1325	<b>Required for admission into RCVCoBE. BUSI 2305 with a 'C' or better will transfer as QUMT 2341. We recommend you take this course as soon as you meet the prerequisite.</b>		
2	Fall	<b>15</b>	<b>Semester Total Hours</b>								
2	Spring	3	B/E/O	Choose 1	Government/Political Science		070		See General Education Core for course options.		
2	Spring	3	B/E/O	Choose 1	Creative Arts Option		050		See General Education Core for course options.		
2	Spring	1	B/E/O	Choose 1	Integrative/Experimental Learning Option		090		See General Education Core for course options.		
2	Spring	3	B/E/O	QUMT 2398	Decision Analytics		090	Minimum grade of "C" in MATH 1314 or MATH 1414 or MATH 1342 or MATH 1324.	This is the required Integrative/Experimental Learning course in this degree. If registration issues are encountered, please contact your academic advisor.		
2	Spring	3	B/E/O	Choose 1	American History		060		See General Education Core for course options.		
2	Spring	<b>13</b>	<b>Semester Total Hours</b>								
Students must be admitted into RCVCoBE before registering into Advanced Business courses. Apply here: <a href="https://www.utrgv.edu/rcvcobe/resources/advising/apply-for-admission/index.htm">https://www.utrgv.edu/rcvcobe/resources/advising/apply-for-admission/index.htm</a> For questions about applying for admission, please contact your academic advisor.											

Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes
3	Fall	3	B/E	MARK 3300	Principles of Marketing	C		Sophomore Standing.	Must be completed before the last course: MGMT 4389. Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Fall	3	B/E/O	FINA 3380	Introduction to Finance	C		ACCT 2301, ACCT 2302, and ECON 2301.	Must be completed before the last course: MGMT 4389. Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Fall	3	B/E	MGMT 3361	Principles of Management	C		Sophomore Standing.	Must be completed before the last course: MGMT 4389. Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Fall	3	B/E/O	QUMT 3341	Business Statistics II	C		QUMT 2341. Sophomore Standing.	Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Fall	3	B/E/O	ACCT 3326 or INFS 3390	Mgmt. Information Systems Option	C		ACCT 3326: ACCT 2302 with a "C" or better and Junior standing. INFS 3390: Advanced standing or permission of the instructor.	
3	Fall	<b>15 Semester Total Hours</b>							
3	Spring	3	B/E	MARK 3320 or MGMT 3335 or COMM 3313	Business Communications Option	C		Prerequisites may apply.	
3	Spring	3	B/E	MARK 4350	Marketing Research	C		[QUMT 2341 and QUMT 3341] or QUMT 3343.	Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Spring	3	B/E/O	ECON 3353 or FINA 4381 or INFS 3380 or INTB 3330 or INTB 3350 or MARK 3310 or MGMT 4311	International Business Option	C		Prerequisites may apply.	Must be completed before the last course: MGMT 4389. Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Spring	3	B/E/O	BLAW 3337	Business Law I	C		Sophomore Standing.	
3	Spring	3	B/E	MARK 3340	Consumer Behavior	C		Junior Standing.	Register to meet prerequisite(s). If not taken, it will prolong graduation.
3	Spring	<b>15 Semester Total Hours</b>							

Make sure to meet prerequisites to your final courses. At least two weeks before registration begins, discuss requesting approval for MGMT 4389 with your academic advisor.

Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes
4	Fall	3	B/E	MARK 33XX-43XX	Advanced Marketing Elective	C			See Degree Plan for course options.
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4	Fall	3	B/E	MARK 33XX-43XX	Advanced Marketing Elective	C			See Degree Plan for course options.
4	Fall	3	B/E	MARK 4360	Social Media and eMarketing	C		Junior standing.	
4	Fall	3	B/E/O	X3XX-X3XX	Free Elective				
4	Fall	<b>15 Semester Total Hours</b>							
4	Spring	3	B/E/O	33XX-43XX	Advanced Business Elective	C		Prerequisites may apply.	See Degree Plan for course options. Can also be MARK course.
4	Spring	3	B/E/O	X3XX-X3XX	Free Elective				
4	Spring	3	B/E/O	MGMT 4304 or MARK 3330	Ethics Option	C		Prerequisites may apply.	
4	Spring	3	B/E	MARK 4399	Marketing Strategy (Capstone)	C		MARK 3300, MARK 4350, MARK 3340.	Capstone course. This course MUST be taken last semester, when graduating and registered in all remaining courses.
4	Spring	3	B/E/O	MGMT 4389	Strategic Management	C		MGMT 3361, MARK 3300, FINA 3380, and (ACCT 3350 or INTB 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 last semester, when graduating and registered in all remaining courses.
4	Spring	<b>15 Semester Total Hours</b>							

**120**  
**(42)** TOTAL HOURS  
Advanced minimum credit hours