

**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 > See 'Bachelors Degree Program Regulations'

Symbols Key

Campus: B - Offered in Brownsville; E - Offered in Edinburg; O - Offered Online; T - Travel Required

Bolded Course Number*: Program Admission Requirement

Min Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

Core: 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;

Core: 090 - Applied Communication and Literacies; Humanities; Leadership; Science Labs; Interdisciplinary; Technologies; Language Diversity & Writing

Register for Business Foundation Courses in their sequence found **BOLDED** 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 | 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. | |
| 1 | Fall | 3 | B/E/O | ECON 2301* | Principles of Macroeconomics | C | 080 | | 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. | |
| 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 | MGMT 1301* | Introduction to Business | C | | | Required for admission into RCVCoBE. We recommend you take this course as soon as you can. | |
| 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 | 16 | Semester Total Hours | | | | | | | |
| 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 | ACCT 2301* | Introduction to Financial Accounting | C | | MATH 1314, MATH 1414, MATH 1324, or MATH 1325. | Required for admission into RCVCoBE. We recommend you take this course as soon as you can. | |
| 1 | Spring | 3 | B/E/O | ECON 2302* | Principles of Microeconomics | C | | ECON 2301 with a grade of 'C' or better. | Required for admission into RCVCoBE. We recommend you take this course as soon as you can. | |
| 1 | Spring | 16 | Semester Total Hours | | | | | | | |
| 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 | INFS 2300* | Data Modeling Management Tools | C | | | 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. | |
| 2 | Fall | 3 | B/E | ACCT 2302* | Introduction to Managerial Accounting | C | | ACCT 2301 with a 'C' or better. | Required for admission into RCVCoBE. We recommend you take this course as soon as you can. | |
| 2 | Fall | 3 | B/E/O | QUMT 2341* | Business Statistics I | C | | MATH 1314 or MATH 1414 or MATH 1324 or MATH 1325 | 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. | |
| 2 | Fall | 15 | Semester Total Hours | | | | | | | |
| 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 | 13 | Semester Total Hours | | | | | | | |

Students must be admitted into RCVCoBE before registering into Advanced Business courses.
 Apply here: <https://www.utrgv.edu/rcvcoBE/resources/advising/apply-for-admission/index.htm>

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 | 15 | Semester Total Hours | | | | | | | |
| 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 | 15 | Semester Total Hours | | | | | | | |

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. | |
| 4 | Fall | 3 | B/E | MARK 33XX-43XX | Advanced Marketing Elective | C | | | See Degree Plan for course options. | |
| 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 | 15 | Semester Total Hours | | | | | | | |
| 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 | 15 | Semester Total Hours | | | | | | | |

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

Revised: Tuesday, March 3, 2026