

		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
FIRST YEAR	FALL	3	ENGL 1301	Rhetoric and Composition I	C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.	
		3	MATH	Mathematics	C	020		Recommend: MATH 1314 or 1414 or 1324 or 1324 as these are accepted as a prerequisite for ACCT 2301 and QUMT 2341 in this degree.
		3	HIST 1301	U.S. History I		060		
		4		Life and Physical Sciences		030		See General Education Core for course options.
		3	MGMT 1301	Introduction to Business	C			
			UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
16 Semester Total Hours								
FIRST YEAR	SPRING	3	ENGL 1302	Rhetoric And Composition II	C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.	
		3	HIST 1302	U.S. History II		060		
		4		Life and Physical Sciences		030		See General Education Core for course options.
		3	ECON 2301	Principles of Macroeconomics	C	080		
		3	QUMT 2398	Integrative and Experiential Learning		090	MATH 1314 or equivalent.	Prerequisites may apply.
16 Semester Total Hours								
0 Semester Total Hours								
SECOND YEAR	FALL	3	ACCT 2301	Introduction To Financial Accounting	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325.	
		3	POLS 2305	U.S. Federal Government & Politics		070		
		3		Language, Philosophy & Culture		040		See General Education Core for course options.
		3	INFS 2300	Data Modeling Management Tools	C		Computer proficiency.	For issues with registration email cobeadmit@utrgv.edu
		3	ECON 2302	Principles of Microeconomics	C		ECON 2301 with a grade of 'C' or better.	
		15 Semester Total Hours						
SECOND YEAR	SPRING	3	ACCT 2302	Introduction To Managerial Accounting	C		ACCT 2301 with a 'C' or better.	
		3	POLS 2306	TX Government & Politics		070		
		3		Creative Arts		050		See General Education Core for course options.
		1	x1xx	Integrative and Experiential Learning		090		See General Education Core for course options.
		3	QUMT 2341	Business Statistics I	C		MATH 1314 or MATH 1414 or MATH 1324 or MATH 1325; and computer proficiency or INFS 1301.	
* * * Apply to be admitted into VCoBE at http://www.utrgv.edu/cobe/undergraduate/apply-for-admission * * *								
13 Semester Total Hours								
0 Semester Total Hours								

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.

Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
THIRD YEAR	FALL	3	MARK 3300	Principles of Marketing	c		Admission to the College of Business and Entrepreneurship or junior standing plus departmental approval.	
		3	FINA 3380	Introduction to Finance	c		ACCT 2301, ACCT 2302, and ECON 2301.	
		3	MGMT 3361	Principles of Management	c		51 credit hours completed.	
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
		3	ACCT 3326 or INFS 3390	<i>Mgmt. Information Systems Component</i>	c			Prerequisites may apply.
			15 Semester Total Hours					
	SPRING	3	MARK 3320 or MGMT 3335 or COMM 3313	<i>Business Communications Component</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 Component</i>	c			Prerequisites may apply.
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
		3	MARK 3340	Consumer Behavior	c		Junior standing.	
			15 Semester Total Hours					
	SUMMER							
				0 Semester Total Hours				
	FOURTH YEAR	FALL	3	MARK 4350	Marketing Research	c		QUMT 2341.
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
3			BLAW 3337	Business Law I	c		Junior Standing.	
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
		15 Semester Total Hours						
SPRING		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.
		3	MARK 3330 or MGMT 4304 or ACCT 4350	<i>Ethics Component</i>	c			Prerequisites may apply.
		3	MARK 4399	Marketing Strategy (Capstone)	c		MARK 3300.	Capstone course. This course should be taken in the semester in which the student is graduating.
		3	MGMT 4389	Strategic Management	c		Department approval is required. This course should be taken in the semester in which the student is graduating.	
		15 Semester Total Hours						
SUMMER								
				0 Semester Total Hours				

Graduation Requirements

120 TOTAL HOURS
(60) TOTAL ADVANCED HOURS

Approved by VCoBE: Tuesday, September 20, 2016
Revised by VCoBE: Thursday, September 29, 2016