



A.A. in Business Administration
to
B.B.A. in Marketing

This four-year plan provides a model for on-time completion of the B.B.A. in Marketing at UTRGV by starting at South Texas College.

Year	First Semester		Second Semester	
F R E S H M A N	STC Requirement	UTRGV Equivalent	STC Requirement	UTRGV Equivalent
	HIST 1301 or HIST 2327 (American History Core)	HIST 1301 or HIST 2327 (American History Core)	HIST 1302 or HIST 2328 (American History Core)	HIST 1302 or HIST 2328 (American History Core)
	ENGL 1301 (Communication Core)	ENGL 1301 (Communication Core)	ENGL 1302 (Communication Core)	ENGL 1302 (Communication Core)
	BCIS 1305 (Major)	INFS 2300 (Major)	Creative Arts Core	Creative Arts Core
	BUSI 1301 (Major)	MGMT 1301 (Major)	ACCT 2401 (Major)	ACCT 2301 (Major)
			Mathematics Core	Mathematics Core
	Third Semester			
	STC Requirement		UTRGV Equivalent	
Year	Fourth Semester		Fifth Semester	
S O P H O M O R E	STC Requirement	UTRGV Equivalent	STC Requirement	UTRGV Equivalent
	GOVT 2305 (Political Science Core)	POLS 2305 (Political Science Core)	GOVT 2306 (Political Science Core)	POLS 2306 (Political Science Core)
	Life & Physical Sciences Core	Life & Physical Sciences Core	Life & Physical Sciences Core	Life & Physical Sciences Core
	ECON 2301 (Social & Behavioral Science Core)	ECON 2301 (Social & Behavioral Science Core, Required at UTRGV)	ECON 2302 (Major)	ECON 2302 (Major)
	ACCT 2402 (Major)	ACCT 2302 (Major)	Language, Philosophy & Culture Core	Language, Philosophy & Culture Core
			Component Area Option Core	Component Area Option Core

Year	Fall Semester	Spring Semester
J U N I O R	MARK 3300 – Principles of Marketing	QUMT 3341 – Business Statistics II
	MGMT 3361 – Principles of Management	MARK 3340 – Consumer Behavior
	FINA 3380 - Introduction to Finance	Business Communications prescribed elective – 3 hours
	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours	International Business prescribed elective – 3 hours
	Management Information Systems prescribed elective – 3 hours	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours
Year	Fall Semester	Spring Semester
S E N I O R	MARK 4350 – Marketing Research	Ethics prescribed elective – 3 hours
	BLAW 3337 – Business Law I	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours
	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours
	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours	MARK 4399 – Marketing Strategy
	MARK 3XXX-4XXX elective or ENTR 3340 or HOST 3350 – 3 hours	MGMT 4389 – Strategic Management

This degree requires 120 hours and a minimum of 42 advanced (3000 and 4000) credit hours.

Specific graduation requirements required for this program beyond university bachelor's degree requirements.

1. Students must complete all 18 hours of Business Foundation Courses, and a minimum of 27 credit hours in the Core Curriculum credits including ECON 2301, before applying to VCoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.6 GPA (Grade Point Average) in the combined Core Curriculum & Business Foundation Core, and in any of the following completed advanced courses: BLAW 3337, QUMT 3341, MARK 3300, and MGMT 3361.
5. All students pursuing a bachelor's degree from VCoBE, must apply for and be admitted to VCoBE before they are allowed to enroll in the Advanced Major coursework for their degree.

Progression requirements required for this program.

Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA, BA, and BS-applicable courses to earn program credit towards this major. Students must maintain a minimum 2.5 Institutional GPA in their degree plan.

Specific graduation requirements required for this program beyond university bachelor's degree requirements.

1. Grade of 'C' or better in ECON 2301.
2. Grades of 'C' or better in all Business Foundation courses.
3. Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA, BA, and BS-applicable courses.
4. A minimum 2.5 Institutional GPA in the combined Advanced Business Core, Advanced Marketing Foundation, and Prescribed Electives coursework being used to satisfy degree requirements.
5. A minimum 2.5 Institutional GPA required for coursework being used to satisfy degree requirements.