

Choose 1	Communication (Core)
Choose 1	Mathematics (Core)
Choose 1	American History (Core)
Choose 1	Life and Physical Sciences (Core)
Choose 1	Life and Physical Sciences (Core)
MGMT 1301*	Introduction to Business
UNIV 1301	Learning Framework
Choose 1	Communication (Core)
Choose 1	American History (Core)
Choose 1	Life and Physical Sciences (Core)
QUMT 2398	Decision Analytics
ECON 2301*	Principles of Macroeconomics

Choose 1	Government/Political Science (Core)
Choose 1	Language, Philosophy & Culture (Core)
ACCT 2301*	Introduction To Financial Accounting
INFS 2300*	Data Modeling Management Tools
ECON 2302*	Principles of Microeconomics
Choose 1	Government/Political Science (Core)
Choose 1	Creative Arts Option (Core)
Choose 1	Integrative/Experiential Learning Option (Core)
ACCT 2302*	Introduction To Managerial Accounting
QUMT 2341*	Business Statistics I

MARK 3300	Principles of Marketing
FINA 3380	Introduction to Finance
MGMT 3361	Principles of Business
MARK 3000- Certificate of Non-Certificate Option	
4999	
Choose 1	Mgmt. Information Systems
Choose 1	Business Communications
QUMT 3341	Business Statistics II
Choose 1	International Business
MARK 3000- Certificate of Non-Certificate Option	
MARK 3340	Consumer Behavior

MARK 4350	Marketing Research
MARK 3000- Certificate of Non-Certificate Option	
4999	
BLAW 3337	Business Law I
MARK 3000- Certificate of Non-Certificate Option	
4999	
MARK 3000- Certificate of Non-Certificate Option	
4999	
MARK 3000- Certificate of Non-Certificate Option	
4999	
MARK 3000- Certificate of Non-Certificate Option	
4999	
MARK 4389	Strategic Management (Capstone)

**FIRST YEAR**

**SECOND YEAR**

**THIRD YEAR**

**FOURTH YEAR**

**Additional Info**

- Note: Your catalog year is 2017-2018
- Students should complete their business foundations courses in their first two years in order to smoothly transition into more advanced courses!
- Your GPA matters. Employers, Scholarship Committees, and Graduate schools would love to see your GPA at 3.0 or higher! The minimum GPA for admission to VCOBE and graduation from VCOBE is 2.5.
- Be warned- A grade of "C" or better is required in all VCOBE business courses!!
- If you are feeling uncertain about anything, please email [cobeadmit@utrgv.edu](mailto:cobeadmit@utrgv.edu). Our program coordinators will field your questions or direct you to the right resources.

**Contact Info**

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[utrgv.edu/marketing](http://utrgv.edu/marketing)

Concerns/Questions?  
Contact  
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UTRio Grande Valley

**BLUE PRINT**

**MARKETING (BBA)**

Catalog: 2017-18

**ROBERT C. VACKAR COLLEGE OF BUSINESS AND ENTREPRENEURSHIP**

**Degree Info**

Marketers conduct marketing research where they study cultural, social, economic, and environmental factors that can have an effect on product or service development. If you are sociable, creative, and enjoy working with teams, you can expect to find job positions, such as marketing coordinators, retail store managers, marketing directors, advertising managers, and public relations, with this career.

# BLUEPRINT EXPERIENCES

## FIRST YEAR

## SECOND YEAR

## THIRD YEAR

## FOURTH YEAR AND BEYOND

## CAREERS

### MILESTONES

- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1314, 1414, 1324 **OR** 1325 in your first year.

- Shoot for a GPA of 3.0 or above!
- Complete major foundation classes, such as ACCT 2301, ACCT 2302, ECON 2302, INFS 2300 and QUMT 2341.
- Complete 30 credit hours.
- Apply to the Robert C. Vackar College of Business & Entrepreneurship (**VCOBE**) the semester you enroll in your final business foundation courses. <http://www.utrgv.edu/cobe/undergraduate/apply-for-admission/index.htm>

- Shoot for a GPA of 3.0 or above!
- Complete 30 credit hours.
- Have you landed an internship or acquired research experience? This is the year to make it happen.

- Shoot for a GPA of 3.0 or above!
- "I have a plan for after graduation." If this describes you, great! If not, visit your Faculty Advisor or Career Center!
- Register for your Business Capstone-Strategic Management (MGMT 4389) the semester you are graduating!!
- Complete at least 30 credit hours to graduate.
- Submit your application(s) for graduate school, an apprenticeship, or for fulltime employment.

### ADVICE & SUPPORT

- Meet with your academic advisor and bring your orientation folder with you to every session!
- Choose a major with confidence- Visit [my.UTRGV.edu](http://my.UTRGV.edu) and check out the Kuder Journey.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.

- Want to explore different careers? Check out Kuder Journey!
- Come ready with course suggestions and questions when you visit your academic advisor.
- Visit the Communication Hauser Lab for help with your speeches.
- Trouble making your tuition payment? The Financial Aid Office can help. Payment plans and emergency loans are also available

- Seek out research opportunities within your major and join a professional organization such as the American Marketing Association.
- Check DegreeWorks to make sure you are on track for graduation next year. See VCOBE Program Coordinator for graduation review.
- Apply for internship and/or job shadowing opportunities. Discuss this with your advisor, faculty mentor, or Career Center.

- Engage in an academic internship to complement your major.
- Discuss future plans with your faculty mentor or advisor that includes employment, finances, and other life goals.
- Apply for graduation one semester prior to your anticipated date. Visit the Academic Advising Center to ensure you are on track.

### APPLY WHAT YOU LEARN

- Look for a service-learning course! For guidance, visit Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you. If you still need some help, go to the Learning Center to get a tutor! They can really help!

- To find undergraduate research opportunities, visit your department and/or the Engaged Scholarship & Learning Office.
- Consider attending the LeaderShape Institute or attend the Engaged Scholar Symposium.

- Go show off your research, service-learning or creative works at the Engaged Scholar Symposium!
- Sharpen your writing skills! Take an intensive writing course such as COMM 3313, MGMT 3335 OR MARK 3320 and perhaps even become the secretary for your organization!

- Continue to present research or creative works at the Engaged Scholar Symposium Award or at a regional or national conference funded by the Undergraduate Research Initiative (URI) Award you apply for!
- Set up an informational interview with an individual (especially an alumnus) currently in the field you aspire to work in.

### GLOBAL, CAMPUS & COMMUNITY ENGAGEMENT

- Set up your profile on the Engagement Zone through [My.UTRGV.edu](http://My.UTRGV.edu).
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Want to bring your undergraduate experience to the next level? Consider joining the Business Honors Program.
- Join a student organization! Consider looking into American Marketing Association or visit VLink ([utrgv.edu/vlink](http://utrgv.edu/vlink)) for options.

- Look at study abroad opportunities! Consider going to Germany or South Korea.
- Check out a cultural campus or community event such as HESTEC or FESTIBA.
- Join another student organization. Perhaps, Collegiate Entrepreneurs' Organization, (CEO), Enactus or visit VLink for options.
- Check out a campus event that offers free lunch- bring a friend!

- Consider serving on a campus life/community committee or become a student leader and make a difference. Visit VLink or speak with your Student Government Association for more information!
- Travel the world! Look into study abroad opportunities at Office for International Programs & Partnerships.

- Identify employers of interest and seek them out at job fairs, online, at on-campus information sessions, staffing agencies, etc. The Career Center can help.
- Before a job interview, schedule a mock interview with the Career Center or speech coaching with the Communication Hauser Lab.

### LIFE AFTER GRADUATION

- Create a résumé and set up your profile on the Career Connection icon: ([My.UTRGV.edu](http://My.UTRGV.edu)).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job on the Career Center portal!
- Check your UTRGV email for the daily Messenger- locate and attend one student workshop.

- Update your resume in Career Connection and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? A minor may expand your career options but are not required for BBA and BS degrees.
- Explain to someone how your academic program aligns with your strengths and interests.

- Check out the VCOBE website, as well as other professional websites for postings on career/graduate school.
- Think about three people you can ask for letters of recommendation (professors, mentors, advisors, supervisors, etc.). Give them at least two weeks' advance notice!
- When is the deadline for your graduate school application? Visiting the program admissions webpage. Most do not accept late applicants!

- Have you received your acceptance for graduate school or an employment offer? If not, network: talk to faculty, the Career Center, and get on LinkedIn.
- Formulate and implement a strategy for life after graduation: attend career fairs, graduate fairs, apply to fellowships, etc.
- Update your information with Alumni Relations. Enjoy alumni mixers, events and continued access to Career Center services!
- Remember to do your exit loan counseling on [studentloans.gov](http://studentloans.gov).

- Industrial sales
- Wholesale sales
- Consumer product sales
- Financial services sales
- Services sales
- Advertising sales
- Corporate sales
- Manufacturer representation
- Direct consumer sales
- E-commerce
- Sales management
  - District, regional, and higher
- Promotion:
  - Consumer
  - Trade
  - Sales force
- Customer service

For additional info, visit the Career Center website and check out "What Can I Do With This Major?" [www.utrgv.edu/careercenter](http://www.utrgv.edu/careercenter)