

BUSINESS – MARKETING

74
BBA.MARK
Fall 2008-Spring 2009

Bachelor of Business Administration

THE UNIVERSITY OF TEXAS AT BROWNSVILLE and TEXAS SOUTHWEST COLLEGE
SCHOOL OF BUSINESS

Student Name _____ ID # _____ Date _____

E-mail _____ Signature _____

Academic or Faculty Advisor _____ Date _____

GENERAL EDUCATION CORE	48 HOURS			BUSINESS ADMINISTRATION LOWER DIVISION CORE	18 HOURS		
	HRS	GR	SEM	ACCT 2301 Principles of Accounting I	3	†	
COMMUNICATION REQUIREMENT	9 hours			ACCT 2302 Principles of Accounting II	3	†	
ENGL 1301 Composition I	3	†		BMISU 1310 Data Management Tools	3	†	
ENGL 1302 Composition II	3	†		BUSI 1301 Introduction to Business	3	†	
SPCH 1315 Applied Communication	3			BUSIU 2341 Statistics	3	†	
				ECON 2302 Microeconomics	3	†	
MATH REQUIREMENT	3 hours						
MATH 1314 College Algebra	3	†		BUSINESS ADMINISTRATION UPPER DIVISION CORE	30 HOURS		
				BLAW 3337 Business Law I	3		
SCIENCE REQUIREMENT	8 hours			BUSI 3343 Decision Analysis	3	**	
Select two 4-hour science courses (3 hour lecture <u>must be taken</u> with corresponding 1 hour lab).				ENGL 3322 Business Communication	3		
	3,1			MANA 3361 Principles of Management	3		
	3,1			MARK 3371 Principles of Marketing	3		
				BMIS/ ACCT 3351 Information Systems in Organizations	3	**	
HUMANITIES REQUIREMENT	6 hours			FINA 3380 Managerial Finance	3	**	
Literature (ENGL 2000 level)	3			MANA 3363 Operations Management	3	**	
ARTS 1301 Art Appreciation <i>or</i> ARTS 1303 Art History <i>or</i>				MANA 4352 Business and Society	3	**	
MUSI 1306 Music Appreciation <i>or</i> MUSI 1308 Music Lit.	3			BUSI 4369 Business Policy *	3	**	
SOCIAL SCIENCE REQUIREMENT	12 hours			MARKETING MAJOR	24 HOURS		
HIST 1301 United States to 1877	3			BMIS 3303 E-Commerce Strategies	3		
HIST 1302 United States Since 1877	3			INTL 4371 International Marketing	3	**	
GOVT 2301 American and Texas Government	3			MARK 3372 Consumer Behavior	3	**	
GOVT 2302 American Government and Policy	3			MARK 4371 Sales Management and Personal Selling	3	**	
				MARK 4372 Promotion Strategy	3	**	
BEHAVIORAL SCIENCE REQUIREMENT	3 hours			MARK 4376 Marketing Strategies	3	**	
ECON 2301 Macroeconomics	3	†		MARK 4377 Topics in Marketing	3	**	
				MARK 4378 Marketing Research	3	**	
KINESIOLOGY REQUIREMENT	1 hour						
KINE 11____ (One hour of activity/health/wellness/ fitness)	1						
MODERN LANGUAGE REQUIREMENT	6 hours						
Six hours of same modern language, other than English.							
	3			TOTAL CREDIT HOURS FOR GRADUATION	120		
	3			TOTAL ADVANCED HOURS (minimum)	36		

† Grade of "C" or better is required for graduation.

* Need Departmental approval

** Student must obtain approval for admission to Upper Division (2.5 GPA and AABA or 6 hrs. from completion.)

For graduation, a student must have a 2.5 cumulative GPA, a 2.5 GPA in the major, and a 2.5 in the upper division core.