

**MAJOR MAPS**

Bachelor of Business Administration in  
**Marketing**



	FRESHMAN	SOPHMORE	JUNIOR	SENIOR
<b>TAKE THE RIGHT CLASSES</b> (SUCCESS MARKERS)	Begin with your Core Curriculum Courses. Enroll in BA 1301: Introduction to Business.	Continue taking Core Curriculum Courses.	Ensure you are taking a good mix of MKT required and elective courses.	Time to complete MKT 4309: Marketing Strategy. Don't forget to register for graduation!
REFERENCE YOUR DEGREE PLAN FOR FULL COURSE INFORMATION				
<b>TALK TO YOUR ADVISOR</b>	Meet with your Freshman/Sophomore advisor in the MDCOB before registration.	Meet with your Freshman/Sophomore advisor. Ask your advisor about the benefits of Study Abroad courses.	Meet with your advisor once you reach 45 credit hours. Check for upcoming MDCOB events.	Meet with your advisor and review your graduation audit once you reach 90 credit hours.
<b>YOUR MAJOR IN ACTION</b>	Get to know your faculty. Take part in professional development opportunities.	Find a peer and/or faculty mentor. Continue to engage by attending MDCOB and other campus events.	Seek out courses and opportunities that fit your career aspirations.	Continue to take courses and engage in professional development.
<b>GET INVOLVED</b>	Begin looking at student organizations in the MDCOB and UHD.	Get involved in a student organization. Begin building your resume. Look for work-study opportunities.	Visit the MDCOB Career Center and participate in job fairs, recruiting events, and other networking events.	Continue to engage in campus activities. Be sure to meet with the MDCOB Career Center.
<b>GET HIP</b> (HIGH IMPACT PRACTICES)	Seek out course sections that are A+CE designated or designated as service learning.	Consider a faculty-led Study Abroad, or research opportunity.	Utilize MDCOB career resources and career advising. Participate in Study Abroad with faculty and peers	Seek out an internship and consider enrolling in MKT 4380.
<b>LIFE AFTER GRADUATION</b>	While you are now at the beginning, keep the finish line in sight!	Marketing offers numerous career opportunities. Think about your direction.	Plan your course plan around your career goals. Emphasize your specialty areas.	Polish your resume. Apply for jobs. The process may be lengthy.

According to the U.S. Bureau of Labor Statistics (BLS), the national average salary for:

Marketing Specialist and Marketing Research Analyst is \$78,880

Marketing Manager is \$158,280

Bachelor of Business Administration in  
**Marketing**

*Prepare for*  
**CAREER SUCCESS**

**MARILYN DAVIES  
COLLEGE OF BUSINESS**

**Marilyn Davies College of Business**  
320 N. Main Street  
Houston, TX 77002  
☎ (713) 221-8017

**GMSC Department Chair  
Steve Zhou**  
☎ (713) 221-8990  
✉ [zhou@uhd.edu](mailto:zhou@uhd.edu)

**MDCOB Advising**  
☎ (713) 221-8675  
✉ [cobadvise@uhd.edu](mailto:cobadvise@uhd.edu)

**TOP 10 SKILLS  
employers look for:**

- Career & Self Development
- Communication
- Critical Thinking
- Equity and Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

©2021 National Association of Colleges and Employers.



*GatorHiRED is the MDCOB Career Center's online platform that gives you direct access to find full-time, part-time and internship positions. Visit GatorHiRED at: [www.uhd.edu/gatorhired](http://www.uhd.edu/gatorhired) Get your resume reviewed, request career counseling appointments with your career coach, explore employer information sessions and workshops and RSVP for career events and job fairs. Plus GatorHiRED is your direct access to becoming a member of the Davies iProgram (internship program) and signing up for experiential learning for course credit. Access is easy, simply use your UHD network username and password. Launch your career plans and so much more with GatorHiRED TODAY!*

**CHECKLIST  
FOR SUCCESS:**

- Create a Job Mine Account
- Check in with your advisor
- Review your degree plan to stay on track
- Attend a financial literacy workshop
- Visit the Student Engagement & Leadership Center
- Seek out career advising.  
\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Notes:** \_\_\_\_\_