



**Bachelor of Business Administration (BBA)
Major in Marketing Program Guide**

UNOFFICIAL

This program is based on the **2019-20** UHD Catalog



The programs of the University of Houston-Downtown Marilyn Davies College of Business are fully accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Marilyn Davies College of Business (MDCOB) Acceptance Information:

Formal acceptance into the MDCOB for one of the nine available BBA programs is an automated process; a student must meet the minimum criteria below:

- Completion of General Education Core for the State of Texas (42 hrs.)
- Completion of College Algebra with grade of "C" or higher
- Established UHD GPA of 2.25 or higher for current students
- Transfer students – earned GPA of 2.25 or higher at the most recent College/University.

Understanding Your Program Guide:

- Prerequisites and corequisites for courses are noted in *[Italics/Brackets]* or marked with asterisk * – Prerequisite courses must be taken prior to the desired course; corequisite courses may be taken together in the same term
- Lower Level (LL) = 1xxx (Freshman) or 2xxx (Sophomore);
Upper Level (UL) = 3xxx (Junior) or 4xxx (Senior) = Advanced
- The 2nd digit of a course indicates semester credit hours (e.g.-ACC 2302 = 3 hours)
- Courses requiring a grade of "C" or higher are indicated with ^
- Contact your assigned Advising Office for assistance.

General Education and Lower Level Business Core Requirements:

Freshman Year:

Semester I

- ENG 1301** (010) Composition I
- MATH 1301** (020) College Algebra ^
- Life & Physical Sciences** (030)
- American History** (060)
- Component Area Option** (090)

Semester II

- ENG 1302** (010) Composition II
- Creative Arts** (050)
- Life & Physical Sciences** (030)
- American History** (060)
- Component Area Option** (090)

Sophomore Year:

Semester I

- Language, Philosophy & Culture** (040)
- POLS 2305** (070) Federal Government
- ACC 2301** Financial Accounting [*MATH 1301*]
- ECO 2301** Macroeconomics [*"C" in MATH 1301*]
- MATH 1305** Finite Math ^ [*"C" in MATH 1301*]

Semester II

- Social & Behavioral Science** (080)
- POLS 2306** (070) Texas Government
- ACC 2302** Managerial Accounting [*ACC 2301*]
- ECO 2302** Microeconomics [*"C" in MATH 1301*]
- MATH 1306** Calculus ^ [*"C" in MATH 1301*]

Upper Level Business Core and Major Plan Requirements:

- All upper level (UL) Business classes require completion of General Education Core + 18 hrs.; additional prerequisites are listed below and/or in UHD catalog
- Courses requiring completion or enrollment in BA 3300 are marked with an asterisk (*) below
- UL Business Core = BA 3300, BA 3301, STAT 3309, MGT 3301, MIS 3302, MKT 3301, FIN 3302, BA 3350, MGT 3332

Junior Year:

Semester I

- BA 3300** Business Cornerstone
[Soph standing; is either co-req or pre-req to all UL Business]
- BA 3301** Legal Environment of Business *
- STAT 3309** Statistics for Business ^
["C" or higher in both MATH 1305 & MATH 1306]
- MKT 3301** Principles of Marketing *
- MGT 3301** Principles of Management *

Semester II

- MIS 3302** Mgt. Info Systems *
- FIN 3302** Bus. Finance * *[ACC 2301 & 2302, ECO 2301 & 2302: co-req or pre-req STAT 3309]*
- BA 3350** Business Communication *
- MKT 3305** Integrated Mkt. Comm. *
[MKT 3301]
- MKT 3308** Digital Marketing
[BA 3300, MKT 3301]

Senior Year:

Semester I

- MKT 4305** Buyer Behavior
[BA 3300, MKT 3301]
- MKT 4306** Marketing Research
[BA 3300, STAT 3309, MKT 3301]
- MKT Elective** from list below
- MKT Elective** from list below
- MGT 3332** Operations & Supply Chain Mgt.
[BA 3300, MGT 3301, "C" or higher in STAT 3309]

Semester II

- MKT 4309** Marketing Strategy
[BA 3300, MKT 3301 & 9 additional MKT hours]
- MKT Elective** from list below
- MKT Elective** from list below
- MKT Elective** from list below
- MGT 4302** Business Strategy (Capstone)
[all Business Core courses; must apply for graduation]

Marketing Major Particulars:

- MKT electives list selections: MKT 3302, MKT 3304, MKT 3320, MKT 3330, MKT 3340, MKT 3350, MKT 3360, MKT 3399, MKT 4310, MKT 4320, MKT 4330, MKT 4340, MKT 4380, MKT 4390 (see catalog for course descriptions and prerequisites).
- Contact your assigned Advising Office for guidance in planning your Marketing electives.

Total number of hours required for BBA in Marketing: 120

Minimum 2.00 UHD GPA and 2.00 GPA in Business courses are required for graduation

Have Questions or Need Information?

- Marilyn Davies College of Business Website: uhd.edu/business
- Marilyn Davies College of Business Advising Office:
B-101, Shea Street Building Email Address: cobadvise@uhd.edu (713) 221-8675
- GBUS, MKT, SCM (GMSC) Dept. Chair: Dr. Jonathan Davis (713) 221-8161
- Marilyn Davies College of Business Career Development Office:
B-104, Shea Street Building Email Address: cobcareercenter@uhd.edu (713) 221-5011
- Office of Admissions: uhd.edu/admissions GSB 308 (713) 221-8522
- Office of Scholarships and Financial Aid: uhd.edu/financial S350 (713) 221-8041
- Registrar's Office: uhd.edu/registrar N330 (713) 221-8999
- Cashier's Office: uhd.edu/cashiers S310 (713) 221-8196