Bachelor of Business Administration in Marketing (120 hours)

This table shows a sample recommended course sequence for this degree based on the UHD 2025-26 Undergraduate Catalog. Students should verify degree requirements and registration plans with an advisor to ensure accuracy. Please note that some degrees and colleges have specific GPA and other requirements. Courses with asterisks (*) indicate Common Core courses.

First Year (Freshman 0-29 hrs)

Semester 1	Hours	Grade	TCCNS	ACGM		Semester 2	Hours	Grade	TCCNS	ACGM
ENG 1301* (010)	3		ENGL 1301	Composition I		ENG 1302* (010)	3		ENGL 1302	Composition II
MATH 1324* ^ (020)	4		MATH 1324			Creative Arts* (050)	3			
Life and Physical Science* (030)	3					Life and Physical Science* (030)	3			
HIST 1305* (060)	3		HIST 1301	United States History I		HIST 1306* (060)	3		HIST 1302	United States History II
Component Area Option* (090)	3					Component Area Option*	3			
Total Hours	15					Total Hours	15			

Second Year (Sophomore 30-59 hrs)

Semester 1	Hours	Grade	TCCNS	ACGM		Semester 2	Hours	Grade	TCCNS	ACGM
ACC 2301 (Financial Accounting)	3		ACCT 2301	Financial Accounting		Social & Behavioral Science (080)	3			
ECO 2301 (Macroeconomics) ["C" in MATH 1301 or MATH 1310]	3		ECON 2301	Principles of Macroeconomics		ECO 2302 (Microeconomics) ["C" in MATH 1324]	3		ECON 2302	Microeconomics
BA 1301 (Introduction to Business)	3		BUSI 1301	Introduction to Business		ACC 2302 (Managerial Accounting) [ACC 2301]	3		ACCT 2302	Managerial Accounting
POLS 2305* (070)	3		GOVT 2305	Federal Government		POLS 2306* (070)	3		GOVT 2306	Texas Government

	Hours	Grade	TCCNS	ACGM			Hours	Grade	TCCNS	ACGM
Language, Philosophy, & Culture (040)	3					**MIS 1305** (Business Computer Applications)	3		BCIS 1301	Computer Applications
Total Hours	15					**Total**	15			

Third Year (Junior 60-89 hrs)

Semester 1	Hours	Grade	TCCNS	ACGM		Semester 2	Hours	Grade	TCCNS	ACGM
BA 3300 (Business Cornerstone) [Sophomore standing]	3					**MIS 3302** (Mgt. Information System*)	3			
BA 3301 (Legal Environment of Business)	3					**FIN 3302** (Business Finance*) [ACC 2302, ECO 2301 & 2302; coreq or pre-req STAT 2305]	3			
STAT 2305 (Bus. Statistics for Business^) ["C" or higher in MATH 1314]	3		BUSI 2305	Business Statistics		**BA 3350** (Business Communication*)	3			
MGT 3301 (Principles of Management*)	3					**MKT 3305** (Integrated Mkt. Comm.*) [MKT 3301]	3			
MKT 3301 (Principles of Marketing*)	3					**MKT 3308** (Digital Marketing) [BA 3300, MKT 3301]	3			
Total Hours	15					**Total Hours**	15			

Fourth Year (Senior 90-120 hrs)

Semester 1	Hours	Grade	TCCNS	ACGM		Semester 2	Hours	Grade	TCCNS	ACGM
MKT 4305 (Buyer Behavior) [BA 3300, MKT 3301]	3					**MKT 4309** (Marketing Strategy) [BA 3300, MKT 3301, & 9 Additional MKT hours]	3			

Course	Hours				Course	Hours			
MKT 4306 (Marketing Research) [BA 3300, STAT 2305, MKT 3301]	3				**MKT Elective** from list below	3			
MKT Elective	3				**MKT Elective** from list below	3			
MKT Elective	3				**MKT Elective** from list below	3			
MGT 3332 (Operations & Supply Chain Mgt.) [MGT 3301, "C" or higher in STAT 2305]	3				**MGT 4302** (Business Strategy) [BA 3300 and must be declared business major]	3			
					MGT 4098 (Business Assessment of Learning) [Must apply for graduation]	0			
Total Hours	15				**Total**	15			

Understanding Your Program Guide:

- Prerequisites and co-requisites for courses are noted in *[Italics/Brackets]* or marked with asterisk * – Prerequisite courses must be taken <u>prior </u>to the desired course; co-requisite 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.