

Bachelor of Business Administration in Marketing (120 hours)

This table shows a sample recommended course sequence for this degree based on the UHD 2024-25 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.

First Year (Freshman 0-29 hrs)

SEMESTER 1	HOURS	TCCNS	ACGM		SEMESTER 1	HOURS	TCCNS	ACGM
ENG 1301 * 010	3	ENGL 1301	Composition I		ENG 1302 * 010	3	ENGL 1302	Composition II
MATH 1324* 020	3				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* 070	3	HIST 1302	United States History II
Component Area Option* 090	3				Component Area Option* 090	3		
Total Hours	15				Total Hours	15		

Second Year (Sophomore 30-59 hrs)

SEMESTER 1	HOURS	TCCNS	ACGM		SEMESTER 1	HOURS	TCCNS	ACGM
Language, Philosophy and Culture (040)	3				Social & Behavioral Science 080	3		
POLS 2305 (070)	3	GOVT 2305	Federal Government		POLS 2306* 070	3	GOVT 2306	Texas Government
ACC 2301 Financial Accounting ^	3	ACCT 2301	Financial Accounting		ACC 2302 Managerial Accounting [ACC 2301]	3	ACCT 2302	Managerial Accounting
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				MIS 1305 Bus. Computer Applications	3		
Total Hours	15				Total Hours	15		

Third Year (Junior 60-89 hrs)

SEMESTER 1	HOURS	TCCNS	ACGM		SEMESTER 1	HOURS	TCCNS	ACGM
BA 3300 Business Cornerstone [<i>Soph standing</i>]	3				MIS 3302 Mgt. Info Systems *	3		
BA 3301 Legal Environment of Business *	3				FIN 3302 Bus. Finance * [<i>ACC 2301 & 2302, ECO 2301 & 2302; co-req or pre-req STAT 2305</i>]	3		
STAT 2305 Bus. Statistics for Business ^ [<i>"C" or higher in MATH 1324</i>]	3				BA 3350 Business Communication *	3		
MKT 3301 Principles of Marketing *	3				MKT 3305 Integrated Mkt. Comm. * [<i>MKT 3301</i>]	3		
MGT 3301 Principles of Management *	3				MKT 3308 Digital Marketing [<i>BA 3300, MKT 3301</i>]	3		
Total Hours	15				Total Hours	15		

Fourth Year (Senior 90-120 hrs)

SEMESTER 1	HOURS	TCCNS	ACGM		SEMESTER 1	HOURS	TCCNS	ACGM
MKT 4305 Buyer Behavior [<i>BA 3300, MKT 3301</i>]	3				MKT 4309 Marketing Strategy [<i>BA 3300, MKT 3301 & 9 Additional MKT hours</i>]	3		
MKT 4306 Marketing Research [<i>BA 3300, STAT 3309, MKT 3301</i>]	3				MKT Elective from list below	3		
MKT Elective from list below	3				MKT Elective from list below	3		
MKT Elective from list below	3				MKT Elective from list below	3		
MGT 3332 Operations & Supply Chain Mgt. [<i>BA 3300, MKT 3301, "C" or higher in STAT 2305</i>]	3				MGT 4302 Business Strategy (Capstone) (Assessment) [<i>all Business Core courses</i>]	3		
Total Hours	15				Total Hours	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 prior 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.