Students pursuing a Bachelor of Business Administration degree major in Marketing at the University of Houston-Downtown are strongly encouraged to complete the Associate Degree before transferring to UHD. The degree provides a solid foundation through the traditional liberal arts education, and Associate Degree core curriculum courses taken at Wharton County Junior College will transfer to UHD. Studies indicate students who complete an Associate degree are more likely to successfully complete a Bachelor’s degree.

The Bachelor of Business Administration (BBA) at UHD incorporates the lower division field of study (FOS) curriculum courses developed by the Texas Higher Education Coordinating Board shown shaded in gray on the transfer guides. If all or any part of the FOS is successfully completed at WCJC, the courses will be applied to the degree program, and the student will receive full credit at UHD.

### General Education Core Curriculum

#### WCJC
- Written Communication (6 hours) **010**
  - ENGL 1301 Composition I
  - ENGL 1302 Composition II
- Oral Communication (3 hours) **011**
  - SPCH 1315 Public Speaking
- Mathematics (3 hours) **020**
  - MATH 1314 College Algebra
- Natural Science (8 hours) **030**
  - Two lecture/lab oratory course from:
    - BIOL, CHEM, GEOL, MBIO, or PHYS (Note: Lecture must include lab hours or have a co-requisite of 1-2 hours lab)
- Humanities (3 hours) **040**
  - For a complete list of all fully transferable WCJC Humanities core courses and options check the 2012-2013 Catalog.
- Visual and Performing Arts (3 hours) **050**
  - Select 3 hours from one of the following:
    - ARTS, DANCE, DRAM or MUSI
- American History (6 hours) **060**
  - HIST 1301 U.S. History I
  - HIST 1302 U.S. History II
- Government (6 hours) **070**
  - GOVT 2301 American, National and State Government: Constitutions, Federalism and Participation
  - GOVT 2302 American, National and State Government: Institutions, Rights and Public Policies

#### UHD
- Communications (9 hours) **010**
  - EN 1301 Composition I
  - EN 1302 Composition II
- Oral Communication (3 hours) **011**
  - COMM 1306 Beginning Public Speaking
- Mathematics (3 hours) **020**
  - MATH 1301 College Algebra
- Natural Science (6 hours) **030**
  - Two lecture/lab oratory course from:
    - BIOL, CHEM, GEOL, MBIO, NS, or PHYS (Note: Lecture must include lab hours or have a co-requisite of 1-2 hours lab)
- Humanities (3 hours) **040**
  - Any literature class
- Visual & Performing Arts (3 hours) **050**
  - Select 3 hours from one of the following:
    - ART, DRA or MUS
- American History (6 hours) **060**
  - HIST 1305 United States History to 1877
  - HIST 1306 United States History after 1877
- Government (6 hours) **070**
  - POLS 2303 United States Government I
  - POLS 2304 United States Government II
Social/Behavioral Science (3 hours) 080
Select 3 hours from one of the following:
ANTH 2351 Cultural Anthropology
ANTH 2302 Cultural Anthropology
GEOG 1303 World Geography
GEOG 1302 World Geography
PSYC 2301 Introduction to General Psychology
PSYC 1303 Introduction to Psychology
SOC 1301 Introduction to Sociology
SOC 1303 Introduction to Sociology
Any course taken to complete this core component not listed above will satisfy the requirement at UHD.
for a complete list of all the Social and Behavioral Science core courses options check the WCJC 2012-2013 catalog.

Kinesiology (1 hour) 090
Check the WCJC 2012-2013 catalog for a complete list of all kinesiology course options.

Computer Literacy (3 hours)
BCIS 1305 Business Computer Applications
CIS 1301 Introduction to Computer Based System

Total 42 hours

A transfer student who has successfully completed all of the common core requirements at WCJC or another institution of higher education will satisfy all the UHD common core requirements. If not all of the common core requirements have been completed prior to the transfer, each core course transferred will be credited and will satisfy the corresponding common core requirements at UHD. Remaining UHD common core requirements must be satisfied. All prerequisites for UHD courses must be met.

Courses not listed on this sheet that satisfy core curriculum components (see italicized number) satisfy the equivalent component at the transferring institution or as free elective.

Business Core Requirements
MATH 1324 Finite Mathematics
MATH 1325 Mathematical Analysis for Business
ACCT 2401 Principles of Accounting I - Financial
ACCT 2402 Principles of Accounting II - Managerial
ECON 2301 Principles of Economics (Macroeconomics)
ECON 2302 Principles of Economics (Microeconomics)

Business Core Requirements
MATH 1306 Fundamentals of Calculus w/Applications
MATH 1305 Finite Math w/Applications
ACC 2301 Financial Accounting
ACC 2302 Managerial Accounting
ECO 2301 Principles of Economics I (Macro)
ECO 2302 Principles of Economics II (Micro)

(Thirty additional Upper Level hours required at UHD, in the Business Core approved by UHD/COB Advisor)

BA 3300 Business cornerstone
BA 3301 Legal Environment of Business
EIS 3302 Management Information Systems
MGT 3301 Management of Organizations
MKT 3301 Principles of Marketing
BA 3350 Business Communications
STAT 3309 Statistical Analysis for Business Applications I
FIN 3302 Business Finance
MGT 3332 Operations & Supply Chain Management
BA 4302 Business Strategy

Marketing Major Requirements:

MKT 4305 Consumer Behavior
MKT 4306 Marketing Research
MKT 4309 Marketing Management & Strategy

12 hours selected from the following courses:
MKT 3302 Personal Selling
MKT 3303 Business Marketing
MKT 3304 International Marketing
MKT 3305 Promotional Strategy
MKT 3310 Marketing Channels
MKT 3330 Retail Management
MKT 3399 Directed Study in Marketing
MKT 4301 Electronic Marketing
MKT 4304 Supply Chain Logistics Management
MKT 4308 Exporting & Importing
MKT 4310 Seminar in Retail Management

Upper-Level Business Elective: 3 hours
Upper-Level Business Elective: 3 hours

Upper-Level Elective (outside the College of Business): 3 hours

Total number of hours required for BBA with a major in Marketing: 120
Total number of hours earned by student: ___

Courses shaded in gray represent the adopted Field of Study Curriculum for Business, totaling between 21 - 24 semester credit hours of fully transferable and applicable Lower Division courses.

*Courses taken at WCJC do not transfer as Upper-Level credits.

To register for junior or senior level business courses, a transfer student not yet admitted into the College of Business must meet the following criteria: 1.) Be common core complete, 2.) Completed all the lower-level business core classes, and 3.) Have earned an overall 2.5 Grade Point Average.

Check with your advisor about how requirements from the Associate of Arts, the Associate of Science, and whether requirements from the Associate of Applied Science may be applied.

For a complete statement of Academic Requirements of the College of Business contact the Office of Business Student Records at 713-221-8675, Shea Street Building B 101, or visit the COB web site at www.cob@uhd.edu.

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