

## Bachelor of Business Administration (BBA) Marketing Worksheet

### UNOFFICIAL

THIS WORKSHEET IS BASED ON THE **2026-27** UHD CATALOG  
AND IS SUBJECT TO CHANGE WITHOUT NOTICE



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.

#### Requirements to be a Marketing major:

- Completion of Texas Common Core
- Completion of MATH 1324 with grade of "C" or higher
- Minimum UHD GPA 2.25 (current UHD students) OR minimum 2.25 GPA from last institution attended (incoming transfer students only)

#### Learning how to read this worksheet:

- Prerequisites and corequisites for most courses are noted in *[Italics/Brackets]* or marked with asterisk \*. See [catalog course descriptions](#). 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 ^.

#### Freshman Year:

##### Semester I

- ENG 1301** (010) Composition I ^
- MATH 1324** (020) Math for Business ^
- Life & Physical Sciences** (030)
- American History** (060)
- New Student Seminar** (090)\_\_\_\_\_

##### Semester II

- ENG 1302** (010) Composition II
- Creative Arts** (050)
- Life & Physical Sciences** (030)
- American History** (060)
- Oral Communication** (090)\_\_\_\_\_

#### Sophomore Year:

##### Semester I

- Language, Philosophy & Culture** (040)
- POLS 2305** (070) Federal Government
- ACC 2301** Financial Accounting
- ECO 2301** Macroeconomics
- BA 1301** Introduction to Business

##### Semester II

- Social & Behavioral Science** (080)
- POLS 2306** (070) Texas Government
- ACC 2302** Managerial Accounting [*ACC 2301*]
- ECO 2302** Microeconomics
- STAT 2305** Bus. Stats [*"C" or higher in MATH 1324*]

## Junior Year:

### Semester I

- BUS 3301** AI for Business
- BA 3307** Business Ethics & Law
- MIS 1305** Business Computer Applications
- MKT 3301** Principles of Marketing \*
- MGT 3301** Principles of Management \*

### Semester II

- Prescribed Elective** \_\_\_\_\_
- FIN 3302** Bus. Finance [ACC 2302, ECO 2301 & 2302; co-req or pre-req STAT 2305] \*
- BA 3350** Business Communication \*
- MKT 3305** Integrated Mkt. Comm. [MKT 3301]
- MKT 3308** Digital Marketing [MKT 3301]

## Senior Year:

### Semester I

- MKT 4305** Buyer Behavior [MKT 3301]
- MKT 4306** Marketing Research [STAT 2305, MKT 3301]
- MKT Elective** \_\_\_\_\_
- MKT Elective** \_\_\_\_\_
- MKT Elective** \_\_\_\_\_

### Semester II *Apply to graduate before final semester*

- MKT 4309** Marketing Strategy [MKT 3301 PLUS 9 additional MKT hours]
- MKT Elective** \_\_\_\_\_
- MKT Elective** \_\_\_\_\_
- Free Elective** \_\_\_\_\_
- MGT 4302** Business Strategy (Capstone) [Sr. standing & declared business major]
- MGT 4098** Bus. Assessment of Learning [Must apply to graduate before registering]

### Helpful Hints:

- Courses requiring completion of General Education Core + 18 hours are marked with an asterisk (\*).
- The lists of courses approved for **Prescribed Elective** and **MKT Electives** are available in the advisement report in myUHD.
- A **Free Elective** is any 3-credit hour class, any level. Students should check their advisement report and consult with an advisor BEFORE taking Free Electives.
- **MGT 4098** MUST be taken in the final semester. To add **MGT 4098**, a student must apply to graduate, wait 24 hours, then add themselves to the class.

**Total number of hours required for BBA in Marketing: 120**

**Minimum 2.00 UHD GPA and 2.00 Business GPA required for graduation.**

### Have Questions or Need Information?

- Marilyn Davies College of Business Website: [uhd.edu/business](http://uhd.edu/business)
- Marilyn Davies College of Business Advising Center: [uhd.edu/advising](http://uhd.edu/advising)  
B-101, Shea Street Building      Email Address: [cobadvise@uhd.edu](mailto:cobadvise@uhd.edu)      (713) 221-8675
- Department Chair: [Dr. Steve Zhou](#)      (713) 226-5563
- UHD Center for Career & Professional Development at MDCOB: [uhd.edu/ccpd](http://uhd.edu/ccpd)  
B-104, Shea Street Building      Email Address: [ccpd@uhd.edu](mailto:ccpd@uhd.edu)      (713) 221-8980
- Office of Admissions: [uhd.edu/admissions](http://uhd.edu/admissions)      SLC 101      (713) 221-8522
- Office of Scholarships and Financial Aid: [uhd.edu/financial](http://uhd.edu/financial)      S350      (713) 221-8041
- Registrar's Office: [uhd.edu/registrar](http://uhd.edu/registrar)      N330      (713) 221-8999
- Student Business Services: [uhd.edu/cashiers](http://uhd.edu/cashiers)      S310      (713) 221-8196