

COLLEGE OF BUSINESS AND TECHNOLOGY**Bachelor of Business Administration in Marketing**

Professional opportunities in marketing are marketing specialists and directors, sales professionals, advertising specialists, and advertising directors. For students who want a general perspective of marketing, the curriculum provides a broad range of marketing subjects. The marketing curriculum, whether approached from a general or specialized perspective provides the conceptual, quantitative, and analytic skills that are necessary for students to function in a dynamic business environment.

Recommended 4-Year Curriculum**FRESHMAN YEAR**

First Semester				Second Semester			
			Credit Hours				Credit Hours
ENGL	1301	Grammar & Composition I	3	ENGL	1302	Grammar & Composition II	3
HIST	1301	U.S. History I	3	HIST	1302	U.S. History II	3
COSC	1307	Computer Applications	3	UNIV	1300	Freshman Seminar	3
MATH	1324	Math for Bus. & Econ. I	3	MATH	1325	Math for Bus. & Econ. II	3
_____	_____	*Laboratory Science	4	_____	_____	*Laboratory Science	4
Total Semester Hours			16	Total Semester Hours			16

SOPHOMORE YEAR

First Semester				Second Semester			
			Credit Hours				Credit Hours
POLS	2305	American Government	3	POLS	2306	Texas Politics	3
ECON	2301	Princ. of Econ I – Macro	3	ECON	2302	Princ. of Econ II – Micro	3
ENGL	2322	World Literature	3	_____	_____	*Fine and Perf. Arts Elective	3
ACCT	2301	Accounting Principles I	3	ACCT	2302	Accounting Principles II	3
SPCM	_____	1311, 1315, or 1321	3	_____	_____	*Humanities (ENGL or PHIL)	3
Total Semester Hours			15	Total Semester Hours			15

JUNIOR YEAR

First Semester				Second Semester			
			Credit Hours				Credit Hours
GENB	3301	Bus. Law & Soc. Responsibility	3	GENB	3370	Info. & Comm. Techniques	3
MATH	1342	Statistics	3	FINA	3311	Principles of Finance	3
MANA	3311	Org. Behavior & Leadership	3	MARK	3350	Consumer Behavior	3
MANA	3330	Mgmt. Info Systems	3	MARK	4300	Services Marketing	3
MARK	3311	Principles of Marketing	3	_____	_____	Upper-division Elective	3
Total Semester Hours			15	Total Semester Hours			15

SENIOR YEAR

First Semester				Second Semester			
			Credit Hours				Credit Hours
MANA	4305	Operations Management	3	MANA	4395	Managerial Strategy & Policy	3
MARK	4365	Sales Management	3	MARK	4390	Marketing Management	3
MARK	4380	Marketing Research	3	MANA	4170	Career Management Strategies	1
_____	_____	Upper-division Elective	3	_____	_____	Upper-division Business Elective	3
_____	_____	Upper-division Business Elective	3	_____	_____	Upper-division Business Elective	3
Total Semester Hours			15	Total Semester Hours			13

Total hours must equal at least 120 hours

NOTES:

*See UT Tyler Core Curriculum for approved course(s).

+ **The following must be included in the 21 hours of upper-division coursework selected for Marketing majors:**

MARK 4300, MARK 3350, MARK 4380, MARK 4390, MARK 4365	15 hours
Marketing Electives	6 hours

+ Consult with your advisor for additional information on degree requirements and schedule planning.