

Hours Remaining: 120
 *Approx. number of hours remaining
 *Includes currently enrolled courses

THE UNIVERSITY OF TEXAS AT TYLER
 Soules College of Business
 Undergraduate Advising 903-566-7363

MARKETING
 2020-2021
 Good through Summer 2021

STUDENT: _____ **ID:** _____
PHONE: _____ **ADVISOR:** _____ **DATE:** _____

Suggested University Core for BBA students (see catalog) 42 hours					
Core complete on transcript from another Texas public institution prior to attending UT Tyler equates to core complete at UT Tyler.					
Core Category	Satisfied	Grade I	Grade II	Required Course Prefix & Number (All Core Courses require a "C" or higher) (Course numbers are listed according to UTT; transfer numbers may vary)	
Communication				6 hrs. ENGL 1301, 1302, 2311, HNRS 1352, CMST 1315	
Math				3 hrs. MATH 1324	
Life & Physical Science				6 hrs. See Core Curriculum List for Options (Lab Science not required)	
Language, Phil. & Culture				3 hrs. ENGL 2322, 2323, 2350, 2362, 2363, 2370, HIST 2321, 2322, HNRS 1351, PHIL 1301, 1304, 2303, 2306, 2331	
Creative Arts				3 hrs. ART 1301, 1306, 2303, 2304, HNRS 2352, MUSI 1306, 2301, 2308, THTR 1301, 1356	
History				6 hrs. HIST 1301, HIST 1302, HIST 1303	
Political Science				6 hrs. POLS 2305, POLS 2306	
Social Sciences				3 hrs. ECON 2301 or 2302 recommended	
Human Expression				3 hrs. ENGL 1301, 1302, 2322, 2323, 2350, ENGL 2362, 2363, 2370, HNRS 1351, HNRS 2351, MCOM 2307, PHIL 2331, CMST 1311	
STEM				3 hrs. See Core Curriculum List for Options	
SOULES COLLEGE OF BUSINESS Pre-Business Core (Lower Division)					
All Pre-Business Core Courses require a "C" or higher					
Business				3 hrs. MANA 1300 Introduction to Business	
Accounting				6 hrs. ACCT 2301 (Financial) & ACCT 2302 (Managerial)	
Economics				6 hrs. ECON 2301 (Macro) & ECON 2302 (Micro)	
Math for Business				3 hrs. MATH 1324	
Business Statistics				3 hrs. GENB 2300 (pre-req. MATH 1324 or 1314, 1342 & COSC 1307)	
Computer Applications				3 hrs. COSC 1307 Intro to Info Syst. Software or TECH 2323	
Common Business Core – 28 Hours		Prerequisites		Grade at Completion	Semester to be Taken
All Business Core Courses require a "C" or higher					
MANA 3311	Fundamentals of Management	None			
BLAW 3301	Business Law and Social Responsibility	None			
FINA 3311	Principles of Finance	ACCT 2301 & ECON 2301 or 2302			
MARK 3311	Principles of Marketing	None			
MANA 3370	Business Writing & Oral Presentations	None			
MANA 3305	Operations Management	GENB 2300 & COSC 1307			
COSC 3333	Management Information Systems	GENB 2300 & COSC 1307			
MANA 3170	Build and Manage a Successful Career	Pre-Business Complete (credit/no credit)			
MANA 3300	Critical & Analytical Thinking in Business	GENB 2300 & COSC 1307 & MANA 3370			
MANA 3312	International Business	ECON 2302 (MANA 3311 & MARK 3311 recommended)			
Major – 18 hours		Prerequisites		Grade at Completion	Semester to be Taken
All Major Courses require a "C" or higher		(No more than 6 hrs. may be transferred per AACSB)			
MARK 3325	Retailing in the 21 st Century	MARK 3311			
MARK 3350	Consumer Behavior	MARK 3311			
MARK 4340	Consumer Insights	MARK 3311 (Recommend Co-Req MARK 4380)			
MARK 4350	Personal Selling	MARK 3311			
MARK 4360	International Marketing	MARK 3311			
MARK 4380	Marketing Research	MARK 3311 and GENB 2300			
Capstone Requirement		Prerequisites		Grade at Completion	Semester to be Taken
Capstone Course requires a "C" or higher					
MANA 4395	Strategic Management	Completion of Business Core & Senior Status			LAST SEMESTER
Electives		Prerequisites		Grade at Completion	Semester to be Taken
Required - 6 hours Upper Division (3000 or 4000) Choose 6 hours either Upper or Lower Division (Not eligible to take ACCT or FINA 3300)		(See catalog for prerequisites)			
UD Soules Elective	ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC				
UD Soules Elective	ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC				
General Elective	(Upper or Lower Division)				
General Elective	(Upper or Lower Division)				
General Elective	(3 hours if needed to reach 120 hours)	MAY BE WAIVED IF NOT NEEDED			
(No more than 50% of business hours can be transferred. MUST have an approved course description)					

Student Signature _____

Advisor Signature _____

NOTES – Student is seeking a Bachelor of Business Administration (BBA) with a major in Marketing; must have a minimum of 120 hours (42 UD hours and 45 resident hours for honors eligibility) and a UT Tyler GPA of 2.0+ to be eligible for graduation. International students must have all transient classes approved through the Office of International Programs.