

Hours Remaining: 121

*Approx. number of hours remaining

*Includes currently enrolled courses

BBA MARKETING

2025-2026

Good through Summer 2026

STUDENT: _____

ID: _____

EMAIL: _____

ADVISOR: _____

DATE: _____

University Core for BBA Marketing Students – 42 Hours

Core complete on transcript from another Texas public institution prior to attending UT Tyler equates to core complete at UT Tyler.

Core Area	Satisfied	Grade I	Grade II	Required Course Prefix & Number (Course numbers are listed according to UTT; transfer numbers may vary)
Communication				6 hrs. See Core Curriculum list for options
Mathematics				3 hrs. MATH 1324 required
Life & Physical Sciences				6 hrs. See Core Curriculum list for options (Lab Science not required)
Language, Philosophy & Culture				3 hrs. See Core Curriculum list for options
Creative Arts				3 hrs. See Core Curriculum list for options
American History				6 hrs. HIST 1301, HIST 1302, HIST 1303
Political Science				6 hrs. POLS 2305, POLS 2306
Social & Behavioral Sciences				3 hrs. ECON 2301 or 2302 required
Human Expression				3 hrs. See Core Curriculum list for options
STEM				3 hrs. See Core Curriculum list for options

Required Seminars – 0 Hours (credit/non-credit)

Required for all first time in college admits. Waived for transfer admits.

First Year Seminars				0 hrs. GENB 1000 (Soules Success), UNIV 1000 (Student Success)
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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
Computer Applications				3 hrs. COSC 1307 Intro to Info Syst. Software
Business Statistics				3 hrs. GENB 2300 (pre-req. MATH 1324 & COSC 1307)

Common Business Core – 28 Hours

All Business Core courses require a "C" or higher

		Prerequisites	Grade at Completion	Semester to be Taken
MANA 3315	Organizational Behavior	None		
BLAW 3301	Business Law and Social Responsibility	None		
FINA 3311	Principles of Finance	ACCT 2301		
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	COSC 1307		
MANA 3170	Build and Manage a Successful Career	Required in-person course Recommended: Junior or Senior status	(credit/no credit)	
MANA 3300	Critical & Analytical Thinking in Business	GENB 2300 & COSC 1307		
MANA 3312	International Business	ECON 2302 Recommended: MANA 3315 & MARK 3311		

Major – 18 Hours

All Major courses require a "C" or higher

Students are required to choose one of three tracks (see page 2)

		Prerequisites	Grade at Completion	Semester to be Taken
MARK 3350	Consumer Behavior	MARK 3311		
MARK 4350	Personal Selling	MARK 3311 Required in-person course		
MARK 4380	Marketing Research	MARK 3311 & GENB 2300		
MARK TRACK	(See MARK Track Options on pg. 2)			
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Capstone Requirement

Capstone course requires a "C" or higher

MANA 4395	Strategic Management	MANA 3315, MARK 3311, FINA 3311, BLAW 3301, MANA 3370, MANA 3312, MANA 3305 (can be co-req)		LAST SEMESTER
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Required Electives – 12-15 Hours

(Not eligible to take ACCT/FINA 3300 or MANA 3311)

	Course Used	Grade at Completion	Semester to be Taken
Upper Division Soules Elective	See UD Soules Elective List		
Upper Division Soules Elective	See UD Soules Elective List		
General Elective (Any course in any subject, numbered 1000-4000)			
General Elective (Any course in any subject, numbered 1000-4000)			
General Elective	3 hours if needed to reach 120 hours		

CANNOT BE WAIVED UNTIL FINAL SEMESTER
PRE-GRADUATION CHECK COMPLETED

Estimated Graduation Semester: _____

*This is an estimate only and is subject to change based on course offerings, student enrollment, and successful completion of courses. Student should regularly consult academic advisor for confirmation of graduation timeline.

Student Signature _____

Advisor Signature _____

NOTE: Student is seeking a Bachelor of Business Administration (BBA) with a major in Marketing and must meet all [university](#), [college](#), and degree requirements to be eligible for graduation. No more than 50% of upper-division business hours may be transferred and only with an approved course syllabus.

BBA in Marketing Track Options:

Marketing majors must pick a track and complete all 9 hours within said track

Digital Marketing	Professional Sales
MARK 4305 – Integrated Marketing Communications (prerequisite: MARK 3311) (Spring Only)	MARK 4300 – Service Marketing (prerequisite: MARK 3311) (Fall Only)
MARK 4345 – Social Media Marketing (Fall Only)	MARK 4350 – Personal Selling (prerequisite: MARK 3311)
MARK 4355 – Digital Marketing (Fall Only)	MARK 4365 – Sales Management (prerequisite: MARK 3311) (Fall Only)

Marketing Analytics	Retailing and Services
MARK 4340 – Consumer Insights (prerequisite: MARK 3311 and GENB 2300) (Fall Only)	MARK 3325 – Retailing in the 21 st Century (prerequisite: MARK 3311)
MARK 4380 – Marketing Research (prerequisite: MARK 3311 and GENB 2300)	MARK 4300 – Service Marketing (prerequisite: MARK 3311) (Fall Only)
MARK 4355 – Digital Marketing (Fall Only)	MARK 4340 – Consumer Insights (prerequisite: MARK 3311 and GENB 2300) (Fall Only)