



Bachelor of Business Administration in Marketing
 Recommended 4-Year Course Sequence
 2018-2019 Catalog



FRESHMAN YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
ENGL 1301		Composition I	3	BCIS 1405		Business Computer Applications	4
MATH 1314 OR		College Algebra	3	ENGL 1302		Composition II	3
MATH 1324		Mathematics for Business and Social Sciences		HIST 1302		United States History II	3
HIST 1301		United States History I	3			Life and Physical Science Course	4
		Life and Physical Science Course	4	BUSI 1301		Business Principles	3
EDUC 1300		Learning Framework	3				
			16				17

SOPHOMORE YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
SPCH 1315/1321		Public Speaking OR Business & Prof Communication	3	ACCT 2302		Principles of Managerial Accounting	3
ACCT 2301		Principles of Financial Accounting	3	ECON 2302		Principles of Microeconomics	3
ECON 2301		Principles of Macroeconomics	3	GOVT 2306		Texas Government	3
GOVT 2305		Federal Government	3			Language, Philosophy, and Culture Course	3
		Creative Arts Course	3				
			15				12

JUNIOR YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	MATH 1342	Statistics	3		MARK 3325	Retailing in the 21st Century	3
	MANA 3311	Fundamentals of Management	3		MANA 3305	Operations Management	3
	MARK 3311	Principles of Marketing	3		FINA 3311	Principles of Finance	3
		Upper-Division CBT Elective I	3		MANA 3370	Business Writing and Oral Presentations	3
		Upper-Division Elective I	3		MANA 3170	How To Get A Job	1
						Upper-Division Elective II	3
			15				16

SENIOR YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	BLAW 3301	Business Law and Social Responsibility	3		MARK 4360	International Marketing	3
	MARK 3350	Consumer Behavior	3		MARK 4300	Services Marketing	3
	MARK 4350	Personal Selling	3		MANA 4395	Strategic Management	3
	MANA 3330	Management Information Systems	3		MARK 4380	Marketing Research	3
		Upper-Division CBT Elective II	3			Upper-Division CBT Elective III	3
			15				15

Total Credit Hours at Tyler Junior College 60
Total Credit Hours at UT Tyler 61
Total Credit Hours 121