

**Hours Remaining: 121**  
 \*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**  
 2024-2025  
 Good through Summer 2025

**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. Recommend BIOL 1301, 1302, CHEM 1330, or PHYS 1303 Or 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, 1313, 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, 2362, 2363, 2370, HNRS 1351, 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
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
MANA 3311	Fundamentals of Management	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	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				
All Major Courses require a "C" or higher		Prerequisites (No more than 6 hrs. may be transferred per AACSB)		Grade at Completion
MARK 3350	Consumer Behavior	MARK 3311		
MARK 4350	Personal Selling	MARK 3311		
MARK 4360	International Marketing	MARK 3311		
MARK 4380	Marketing Research	MARK 3311 and GENB 2300		SPRING ONLY
MARK ELECTIVE	(See MARK Track Options on pg. 2)	See Catalog		
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Capstone Requirement				
Capstone Course requires a "C" or higher		Prerequisites		Grade at Completion
MANA 4395	Strategic Management	Completion of Business Core & Senior Status		LAST SEMESTER
Required Electives				
6 hours Upper Division (3000 or 4000)		(See catalog for prerequisites)		Grade at Completion
6 Hours Choose either Upper or Lower Division (Not eligible to take ACCT or FINA 3300)				Semester to be Taken
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		

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.**

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**BBA in Marketing Track Options:**

**6 hours of Track Electives are Required**

- Students must complete the **9 required hours** to earn a certificate.
- Marketing Majors and minors can earn their degree without completing a certificate
- Certificate can be earned as part your 120-hour degree requirements.

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

Marketing Analytics	Retailing and Services
MARK 4340 – Consumer Insights (Fall Only)	MARK 3325 – Retailing in the 21 <sup>st</sup> Century
MARK 4380 – Marketing Research	MARK 4300 – Service Marketing (Fall Only)
MARK 4355 – Digital Marketing (Fall Only)	MARK 4340 – Consumer Insights (Fall Only)