

Hours Remaining:

*Approx. amount of hours remaining
*Includes currently enrolled courses

THE UNIVERSITY OF TEXAS AT TYLER

College of Business and Technology
Academic Advising 903-566-7363

MARKETING

2016-2017

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 makes you core complete at UT Tyler.

Core Category	Satisfied	Grade I	Grade II	Required Course & Description (require a "C" or better) (Course numbers are listed according to UTT; transfer numbers may vary.)
Communication				6 hrs. ENGL 1301 & SPCM 1315
Language, Philosophy & Culture				3 hrs. ENGL 2310, 2322, 2323, 2350, 2362, 2363, HRNS 1351, PHIL 1301, 2303, 2306
Human Expression				3 hrs. ENGL 1302, HRNS 2351, MCOM 2307 or SPCM 1311
Social Sciences				3 hrs. ECON 2301 or 2302 recommended
Creative Arts				3 hrs. ART 1301, 1306, 2303 2304, HRNS 2352, MUSI 1301, 1306, 2301, 2308, THTR 1301, 1356
History				6 hrs. HIST 1301, HIST 1302
Political Science				6 hrs. POLS 2305, POLS 2306
Life & Physical Science				6 hrs. Life & Physical Sciences
Math				3 hrs. MATH 1342 recommended
STEM				3 hrs. MATH 1343 recommended

Pre-Business Core COLLEGE OF BUSINESS AND TECHNOLOGY

(All Pre-Business Core Courses require a "C" or better)

Introduction to Business				3 hrs. MANA 1300
Mathematics				6 hrs. MATH 1342, MATH 1343 (1324 or 1325)
Accounting				6-8 hrs. ACCT 2301 (Financial), ACCT 2302 (Managerial)
Economics				6 hrs. ECON 2301 (Macro), ECON 2302 (Micro)
Computer Apps.				3 hrs. COSC 1307 Intro to Info. Syst. Software
Speech				3 hrs. SPCM 1315 Fund. of Speech Communication

Common Business Core -28 Hours

All Business Core Courses require a "C" or better

	Prerequisites	Grade at Completion	Semester to be Taken
MANA 3311 Fundamentals of Management	None		
BLAW 3301 Bus. Law and Social Responsibility	None		
FINA 3311 Principles of Finance	ACCT 2301 & ECON 2301 or 2302		
MANA 3300 Critical & Analytical Thinking in Business	None		
MANA 3312 International Business	ECON 2302 (MANA 3311 & MARK 3311 recommended)		
MARK 3311 Principles of Marketing	None		
MANA 3370 Bus. Writing and Oral Presentations	None		
MANA 3305 Operations Management	MATH 1342 & COSC 1307		
COSC 3333 Management Information Systems	COSC 1307		
MANA 3170 Build & Manage a Successful Career	Pre-Business Complete	Credit/No Credit	

Major - 18 Hours

Major Courses require a "C" or better

	Prerequisites (No more than 3 hrs will be accepted- AACSB)	Grade at Completion	Semester to be Taken
MARK 3325 Retailing in the 21 st Century	MARK 3311		
MARK 3350 Consumer Behavior	MARK 3311		
MARK 4340 Consumer Insights	MARK 3311		
MARK 4350 Personal Selling	MARK 3311		
MARK 4360 International Marketing	MARK 3311		
MARK 4380 Marketing Research	MARK 3311 and MATH 1342		

Capstone Requirement

	Prerequisites	Grade at Completion	Semester to be Taken
MANA 4395 Strategic Management ("C" or better)	Completion of Common Business Core & Senior Status		

Electives -12 hrs. Upper-Division (3000 or 4000)
(Not eligible to take ACCT or FINA 3300)

	Courses Accepted (See catalog for prerequisites)	Grade at Completion	Semester to be Taken
UD CBT Elective ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC			
UD CBT Elective ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC			
UD CBT Elective ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC			
UD Elective (If Needed to reach 120 hours)			
General Elective (If Needed to reach 120 hours)			

(No more than 50% of business hours can be transferred. MUST have an approved course description)

Student Signature _____

Advisor Signature _____

NOTE- Student is seeking a Bachelor of Business Administration (BBA) with a major in Marketing; must have a minimum of 120 hours (At least 42 UD hrs. and 45 UD hrs. for honors eligibility) and a UT Tyler GPA of 2.0+ to be eligible for graduation.