

Bachelor in Business Administration (BBA)
Marketing

2024-2025

	I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
Important Notice: Register in the Business Foundation Courses listed below in their posted sequence or sooner! Business Foundation courses are listed in BOLD and an * next to their name.									
FIRST YEAR	FALL	!	3	Choose 1	Communication (Core)	C	010	See General Education Core for course options.	
		!	3	MATH 1324	Mathematics for Business and Social Sciences	C	020	College Ready TSI status in Mathematics. This is the required Mathematics option for this degree. This course is the prerequisite for ACCT 2301, QUMT 2341 and QUMT 2398.	
		!	3	ECON 2301*	Principles of Macroeconomics	C	080	Required for admission into RCVCoBE. This is the required Social and Behavioral Sciences (Core) Option in this degree. We recommend you take this course as soon as you can.	
			4	Choose 1	Life and Physical Sciences (Core)		030	See General Education Core for course options.	
			3	MGMT 1301*	Introduction to Business	C		Required for admission into RCVCoBE. We recommend you take this course as soon as you can.	
				UNIV 1301	Learning Framework			Only if required, based on ACT/SAT and high school rank.	
	16 Semester Total Hours								
	SPRING	!	3	Choose 1	Communication (Core)	C	010	See General Education Core for course options.	
			3	Choose 1	American History (Core)		060	See General Education Core for course options.	
			4	Choose 1	Life and Physical Sciences (Core)		030	See General Education Core for course options.	
!		3	ACCT 2301*	Introduction To Financial Accounting	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325. Required for admission into RCVCoBE. We recommend you take this course as soon as you can.		
!		3	ECON 2302*	Principles of Microeconomics	C		ECON 2301 with a grade of 'C' or better. Required for admission into RCVCoBE. We recommend you take this course as soon as you can.		
16 Semester Total Hours									
SU	* Complete these courses as soon as possible to meet Admission requirements and to take Advanced Business Courses as shown on the next page.								
	0 Semester Total Hours								
SECOND YEAR									
	I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
FALL			3	Choose 1	Government/Political Science (Core)		070	See General Education Core for course options.	
			3	Choose 1	Language, Philosophy & Culture (Core)		040	Prerequisites may apply. See General Education Core for course options.	
			3	INFS 2300*	Data Modeling Management Tools	C		Required for admission into RCVCoBE. Beginning Fall 2019, BCIS 1305 with a 'C' or better will transfer as INFS 2300. We recommend you take this course as soon as you can.	
	!	3	ACCT 2302*	Introduction To Managerial Accounting	C		ACCT 2301 with a 'C' or better. Required for admission into RCVCoBE. We recommend you take this course as soon as you can.		
	!	3	QUMT 2341*	Business Statistics I	C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325 Required for admission into RCVCoBE. BUSI 2305 with a 'C' or better will transfer as QUMT 2341. We recommend you take this course as soon as you meet the prerequisite.		
	15 Semester Total Hours								
SPRING			3	Choose 1	Government/Political Science (Core)		070	See General Education Core for course options.	
			3	Choose 1	Creative Arts Option (Core)		050	See General Education Core for course options.	
			1	Choose 1	Integrative/Experiential Learning Option (Core)		090	See General Education Core for course options.	
			3	QUMT 2398	Decision Analytics		090	MATH 1314, MATH 1414, MATH 1342, MATH 1324, or MATH 1325. This is the required Integrative/Experiential Learning option in this degree. For issues with registration email business.advising@utrgv.edu	
			3	Choose 1	American History (Core)		060	See General Education Core for course options.	
13 Semester Total Hours									
You MUST be admitted into RCVCoBE to be able to register for the Advanced Business Courses as shown on the next page.									
* * Apply to be admitted into RCVCoBE at http://www.utrgv.edu/cobe/undergraduate/apply-for-admission * *									
SU	0 Semester Total Hours								

CORE: The list of core courses can be found in the 2024-2025 Undergraduate Catalog: www.utrgv.edu/catalog > See 'Core Curriculum'

Symbols Key

Critical (!): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Applied Communication and Literacies; 090 - Humanities ;090 - Leadership; 090 - Science Labs; 090 - Interdisciplinary; 090 - Technologies; 090 - Language Diversity & Writing.

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For questions contact the RCVCoBE Coordinators at: business.advising@utrgv.edu										
THIRD YEAR	FALL	!	3	MARK 3300	Principles of Marketing	C		Sophomore Standing.	Must be completed before the last course: MGMT 4389.	
		!	3	FINA 3380	Introduction to Finance	C		ACCT 2301, ACCT 2302, and ECON 2301.	Must be completed before the last course: MGMT 4389.	
		!	3	MGMT 3361	Principles of Management	C		Sophomore Standing.	Must be completed before the last course: MGMT 4389.	
			3	BLAW 3337	Business Law I	C		Sophomore Standing.		
			3	ACCT 3326 or INFS 3390	<i>Mgmt. Information Systems Option</i>	C		Prerequisites may apply.		
	15 Semester Total Hours									
	SPRING			3	MARK 3320 or MGMT 3335 or COMM 3313	<i>Business Communications Option</i>	C		Prerequisites may apply.	
				3	QUMT 3341	Business Statistics II	C		QUMT 2341 and Sophomore Standing.	
		!	3	ECON 3353 or FINA 4381 or INFS 3380 or INTB 3330 or INTB 3350 or MARK 3310 or MGMT 4311	<i>International Business Option</i>	C		Prerequisites may apply.	Must be completed before the last course: MGMT 4389.	
			3	MARK 3000-4999	<i>Advanced Marketing Elective</i>	C			See Degree Plan for course options.	
	!	3	MARK 3340	Consumer Behavior	C		Junior standing.			
15 Semester Total Hours										
SU	0 Semester Total Hours									
	Make sure to review all pending courses and course prerequisites for your major using your Roadmap and Degree Works. You will need to request approval for MGMT 4389/MARK 4399 three weeks before registration begins by emailing business.advising@utrgv.edu									
		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
FOURTH YEAR	FALL	!	3	MARK 4350	Marketing Research	C		QUMT 3343 or QUMT 3341.		
			3	MARK 3000-4999	<i>Advanced Marketing Elective</i>	C			See Degree Plan for course options.	
			3	MARK 3000-4999	<i>Advanced Marketing Elective</i>	C			See Degree Plan for course options.	
			3	MARK 4360	Social Media and eMarketing	C				
			3	Free Elective	<i>Free Elective</i>	C			See Degree Plan for course options. Course can be lower or upper level.	
	15 Semester Total Hours									
	SPRING			3	Advanced business elective	<i>Advanced Business Elective</i>	C			See Degree Plan for course options. (Can also be an advanced MARK course)
				3	Free Elective	<i>Free Elective</i>	C			See Degree Plan for course options. Course can be lower or upper level.
				3	MARK 3330 or MGMT 4304	<i>Ethics Option</i>	C		Prerequisites may apply.	
				3	MARK 4399	Marketing Strategy (Capstone)	C		MARK 3300, MARK 3340, MARK 4350	Capstone course. This course MUST be taken in the last semester, when graduating and registered in <u>all</u> remaining courses.
			3	MGMT 4389	Strategic Management	C		MGMT 3361, MARK 3300, FINA 3380, AND one of the following courses: ACCT 3350 or INTB 3350 or ECON 3353 or FINA 4381 or INFS 3380 or INTB 3330 or MGMT 4311 or MARK 3310. Department approval is required. This course should be taken in the semester in which the student is graduating.	Capstone course. This course MUST be taken in the last semester, when graduating and registered in <u>all</u> remaining courses.	
15 Semester Total Hours										
0 Semester Total Hours										

120 TOTAL HOURS
(60) TOTAL ADVANCED HOURS

Approved by RCVCoBE: Monday, March 18, 2024
Revised: Monday, March 18, 2024