

Bachelor of Business Administration in Marketing

2014 - 2015 Catalog

The University of Texas-Pan American

This document provides a list of the UTPA courses required for the major and their equivalent UTRGV courses.

A significant number of courses have changed their course prefix, number, and title.

For any additional information, please visit the Academic Advising Center.

UTPA Courses	Course Equivalents at UTRGV
A – GENERAL EDUCATION CORE – 43 HOURS	
Mathematics – 3 hours	
MATH 1340 College Algebra	MATH 1314 College Algebra
MATH 1341 Business Algebra	MATH 1324 Mathematics for Business and Social Sciences
MATH 1440 College Algebra (4 Hour)	MATH 1414 College Algebra
Humanities	
Philosophy and Modern/Classical Language Literature – 3 hours	
MCLL 2301 Topics in Modern and Classical Literature	MCLL 2301 Special Topics in Modern and Classical Literature
PHIL 2392 Business Ethics	PHIL 2324 Professional Ethics: Business
Social Science	
Other Social Sciences – 3 hours	
ECON 2301 Principles of Macroeconomics	ECON 2301 Principles of Macroeconomics
Computer Literacy – 2 hours	
CIS 1301	Recommended alternative: INFS 1301 Computer Information Systems
	INFS 1301 Computer Information Systems
	INFS 1101 Introduction to Office Software
CIS 1201 <u>and</u> CIS 1101	
B – MAJOR REQUIREMENTS – 77 HOURS (61 advanced)	
1 – Business Core – 50 hours (34 advanced)	
a – Business Foundation – 16 hours	
ACC 2301 Intro to Financial Accounting	ACC 2301 Introduction To Financial Accounting
ACC 2302 Fundamentals of Managerial Accounting	ACC 2302 Introduction To Managerial Accounting
CIS 1101 Computer Information Systems	INFS 1101 Introduction to Computer Science
ECON 2302 Principles of Microeconomics	ECON 2302 Principles of Microeconomics
<i>Choose one:</i>	
COMM 1302 Introduction to Communication	COMM 1311 Introduction to Communication
COMM 1303 Presentational Speaking	COMM 1315 Public Speaking
<i>Choose one:</i>	
MATH 1342 Business Calculus	MATH 1325 Calculus for Business and Social Sciences
QUMT 2342 Computational Method in Business	QUMT 2341 Business Statistics I
b – Advanced Business Core – 34 hours (34 advanced)	
i – Business Core Courses – 18 hours (18 advanced)	
BLAW 3337 Business Law I	BLAW 3337 Business Law I
FINA 3383 Managerial Finance	FINA 3380 Introduction to Finance
MARK 3371 Principles of Marketing	MARK 3300 Principles of Marketing
MGMT 3361 Principles of Management	MGMT 3361 Principles of Management
MGMT 4369 Strategic Management	MGMT 4389 Strategic Management
QUMT 3343 Statistical Methods of Business	QUMT 3343 Statistical Methods for Business*
ii – Economics Policy – 3 hours (3 advanced)	
ECON 3360 Managerial Economics	ECON 3360 Managerial Economics
ECON 3381 Money and Banking	ECON 3381 Money and Banking
iii – Information Systems – 3 hours (3 advanced)	
ACC 3326 Acct Information Systems	ACC 3326 Accounting Information Systems

* If UTPA QUMT 2342 has been completed, complete UTRGV QUMT 3343;

If UTPA QUMT 2342 (or equivalent Calculus course) has not been completed, both UTRGV QUMT 2341 and QUMT 3341 must be taken as a two-course sequence.

CIS 3390 Management Information Systems

iv – International Business – 3 hours (3 advanced)

ACC 3350 International Accounting

BLAW 3340 Legal Considerations of International Business

CIS 3380 Global Information Systems

ECON 3353 International Trade

FINA 4381 International Finance

INTB 3330 International Business

MARK 4330 International Marketing

MGMT 4371

v – Analytical Methods – 3 hours (3 advanced)

ACC 3328 Quantitative Methods in Accounting

ECON 3341 Econometrics

ECON 3342 Business and Economics Forecasting

MARK 4382 Marketing Research Analysis

MGMT 4363 Production Management

QUMT 4343 Quantitative Methods for Decision Making for Business

c – Professionalism and Ethics – 4 hours (4 advanced)

CIS 3198 Business Analysis and Communication

Choose one:

COMM 3313 Business and Professional Communication

MARK 3310 Personal Branding and Communication

MGMT 3335 Communication Policy and Strategy

2 – Marketing Core – 27 hours (27 advanced)

a – Marketing Foundation – 15 hours (15 advanced)

MARK 3372 Consumer Behavior

MARK 3380 Product and Brand Strategy

MARK 3390 Pricing and Marketing Metrics

MARK 4372 Integrated Marketing Communications

MARK 4389 Marketing Strategy

b – Concentrations – 12 hours (12 advanced)

i – Service and Customer Relations – 12 hours (12 advanced)

Choose from:

MARK 3300 Marketing Internship

MARK 3375 Retailing

MARK 3376 Professional Selling

MARK 3378 e-Marketing

MARK 3379 Services Marketing

MARK 3395 Music Marketing

MARK 4373 Sales Management

i – Markets and Strategy – 12 hours (12 advanced)

Choose from:

MARK 3300 Marketing Internship

MARK 3373 Business to Business Marketing

MARK 3395 Music Marketing

MARK 4340 Channels of Distribution

MARK 4350 New Product Development

MARK 4365 International Competitiveness

MARK 4385 Hispanic Marketing

i – Entertainment Business – 12 hours (12 advanced)

Choose one:

COMM 3324 Location Film and Video Production

INFS 3390 Management Information Systems

ACC 3350 International Accounting

BLAW 3340 International Business Law

INFS 3380 Global Information Technology

ECON 3353 International Trade

FINA 4381 International Finance

INTB 3330 International Business

MARK 3310 International Marketing

MGMT 4311 International Management

ACC 3328 Quantative Methods for Accounting

ECON 3341 Econometrics

ECON 3342 Business and Economics Forecasting

MARK 4350 Marketing Research

MGMT 4363 Operations Management

QUMT 4343 Quantitative Methods for Decision-Making in Business

Select alternative course

COMM 3313 Business and Technical Communication

MARK 3320 Personal Branding

MGMT 3335 Communication Policy and Strategy

MARK 3340 Consumer Behavior

MARK 3382 Branding

MARK 3383 Pricing Strategy and Tactics

MARK 4385 Integrated Marketing Communications

MARK 4399 Marketing Strategy (Capstone)

MARK 4380 Marketing Internship

MARK 3360 Retailing

Recommended alternative: MARK 4384 Professional Selling and Sales Management

MARK 4360 Social Media and eMarketing

MARK 3350 Services Marketing

MARK 4394 Music Marketing

MARK 4384 Professional Selling and Sales Management

MARK 4380 Marketing Internship

Recommended alternative: MARK 4361 International Competitiveness

MARK 4394 Music Marketing

Recommended alternative: MARK 3360 Retailing

MARK 3375 New Product Development

MARK 4361 International Competitiveness

Recommended alternative: MARK 3321 Hispanic Marketing

THTF 3361 Location Film and Video Production

COMM 3352 TV News Production and Reporting

COMM 4301 Directing I

MARK 3371 Principles of Marketing

Choose one:

MARK 3379 Services Marketing

MARK 3395 Music Marketing

Choose two:

COMM 3324 Location Film and Video Production

COMM 3352 TV News Production and Reporting

COMM 4301 Directing I

MARK 3300 Marketing Internship

MARK 3376 Professional Selling

MUS 3311 Essential Elements of Music I

i – International Business – 12 hours (12 advanced)

Choose from:

INTB 3330 International Business

Choose two:

MGMT 4371 International Management

MARK 4330 International Marketing

Choose two:

ACC 3350 International Accounting

ECON 3353 International Trade

FINA 4381 International Finance

MGMT 4371 International Management

MARK 3300 Marketing Internship

MARK 4330 International Marketing

MARK 4385 Hispanic Marketing

i – Advanced Marketing Electives – 12 hours (12 advanced)

Choose 12 hours of advanced Marketing. Recommended courses include:

MARK 3300 Marketing Internship

MARK 3373 Business to Business Marketing

MARK 3375 Retailing

MARK 3376 Professional Selling

MARK 3378 e-Marketing

MARK 3379 Services Marketing

MARK 3385 Hispanic Marketing

MARK 3395 Music Marketing

MARK 4330 International Marketing

MARK 4340 Channels of Distribution

MARK 4350 New Product Development

MARK 4373 Sales Management

MARK 4379 Topics in Marketing

MARK 4382 Marketing Research Analysis

COMM 3352 Television News Production and Reporting

THTF 4311 Directing I

MARK 3300 Principles of Marketing

MARK 3350 Services Marketing

MARK 4394 Music Marketing

THTF 3361 Location Film and Video Production

COMM 3352 Television News Production and Reporting

THTF 4311 Directing I

MARK 4380 Marketing Internship

Recommended alternative: MARK 4384 Professional Selling and Sales Management

MUSI 1313 Teaching Music in the Elementary School

INTB 3330 International Business

MGMT 4311 International Management

MARK 3310 International Marketing

ACCT 3350 International Accounting

ECON 3353 International Trade

FINA 4381 International Finance

MGMT 4311 International Management

MARK 4380 Marketing Internship

MARK 3310 International Marketing

Recommended alternative: MARK 3321 Hispanic Marketing

MARK 4380 Marketing Internship

Recommended alternative: MARK 4361 International Competitiveness

MARK 3360 Retailing

MARK 4384 Professional Selling and Sales Management

MARK 4360 Social Media and eMarketing

MARK 3350 Services Marketing

MARK 3321 Hispanic Marketing

MARK 4394 Music Marketing

MARK 3310 International Marketing

Recommended alternative: MARK 3360 Retailing

MARK 3375 New Product Development

MARK 4384 Professional Selling and Sales Management

MARK 4370 Topics in Marketing

MARK 4350 Marketing Research

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 51 HOURS