

2002 – 2004
 (Expires August 2010)

MARKETING

The University of Texas at Austin
 McCombs School of Business

<http://www.mcombs.utexas.edu/udean/>
<http://www.mcombs.utexas.edu/dept/marketing/undergrad/marketing.asp>

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Student's Name: _____
 Student ID#: _____
 Overall UT GPA: _____
 Business GPA: _____

Unofficial Check by: _____
 Date Checked: _____
 Total Hours Completed: _____
 Total Hours needed for Marketing degree: 122 hours

ALL COURSES MUST BE TAKEN FOR A GRADE UNLESS OTHERWISE INDICATED.
CONSULT THE COURSE SCHEDULE & UNDERGRADUATE CATALOG FOR PREREQUISITES.

Courses to Declare Major*	Prerequisites to Business Core Courses	Nonbusiness courses
Business Admin. 101 _____	Rhetoric & Comp. 306 ² _____	English 316K _____
Economics 304K (micro) _____	Man. Info. Sys. 310 _____	American History ⁶ _____
Economics 304L (macro) _____	BA 324 (W) ^{3,4} _____	American History ⁶ _____
Math 408K or 408C ¹ _____	Accounting 311 _____	Government 310L ⁷ _____
Math 408L or 408D ¹ _____	Accounting 312 _____	Government 312L ⁷ _____
	Statistics 309 _____	Fine Arts-Humanities ⁸ _____
	Psychology, Sociology, or ANT 302, 307, or 327C ⁵ _____	Fine Arts-Humanities ⁸ _____
		Natural Science ⁹ _____
		Natural Science ⁹ _____
		Comm. Studies 306M ¹⁰ _____
*Additional criteria must be met to declare your major. (see back)		

Business Core Courses	Marketing Major Courses	Elective courses *
Marketing 337 ¹¹ _____	Marketing 353 (Internship) ^{11,12} _____	Upper-Division Nonbusiness Elective ^{14,17} _____
Finance 354 ¹¹ _____	International Bus. 350 _____	Upper-Division Nonbusiness Elective ^{14,17} _____
Finance 357 ¹¹ _____	Marketing 460 _____	60 hours of Nonbusiness coursework is required ^{15,17} :
Management 335 or 336 ¹¹ _____	Marketing Elective ¹³ _____	Current hrs. _____ Remaining elective hours _____
Legal Environ. of Bus. 323 ¹¹ _____	Marketing Elective ¹³ _____	122 total hours needed for BBA degree ^{16,17} :
	Marketing Elective ¹³ _____	Current hrs. _____ Remaining free elective hours _____
	Marketing 370 (W) ³ _____	
* A maximum of four one-semester courses taken on a pass/fail basis may be used toward a Business degree; only nonbusiness and free electives may be taken pass/fail.		

ADDITIONAL INFORMATION

While this degree plan attempts to provide you, the student, with accurate information, the final responsibility for knowing and completing degree requirements rests with the student (Undergraduate Catalog). Please contact an academic advisor with any questions you may have.

CRITERIA TO DECLARE MAJOR

- Completed coursework BA 101, M 408K or M408C, M 408L or M 408D, ECO 304K, and ECO 304L.
- 30 hours of college coursework.
- Foreign Language Proficiency – demonstrated by two years of a single foreign language in high school or one year of a single foreign language in college.
- Cleared any high school unit deficiencies. Credit used to remove a deficiency may not be counted toward the degree. It may be earned on the pass/fail basis. *
- Registered at the Ford Career Center.

CRITERIA FOR THE OPTIONAL MINOR

- Students may complete one minor. The minor may be business or nonbusiness.
- Twelve hours in a single field with at least nine hours being upper-division.
 - The MIS minor must consist of MIS 310, MIS 304, MIS 325, and 3 hours of upper-division MIS.
- One core business course or one basic education course may be used toward the minor. The Internship course may not be counted toward the minor.
- Six of the hours for the minor must be taken in residence.
- Courses for a minor must be taken on a letter grade basis unless they are only offered on a pass/fail basis.
- Students must meet the prerequisites and other department restrictions placed on courses for the minor.

UT RESIDENCY REQUIREMENTS

“In residence” refers to courses taken at UT Austin; it does not include credit by exam, extension, or correspondence courses. All of the following must be completed in residence and no degree will be conferred until all of the following have been completed:

- At least two long semesters or an equivalent period of time.
- A total of 60 hours.
- 24 hours in Business, on a letter-grade basis.
- 12 upper-division hours, on a letter-grade basis, from the following: IB 350, MKT 337, MKT 460, MKT 370, MKT Elective, MKT Elective, MKT Elective.
- 24 of the last 30 hours.

ENDNOTES

- 1 Other combinations of Calculus may be acceptable. *
- 2 English (E) 306 is the old course designation for RHE 306.
- 3 Management Information Systems (MIS) is the old course designation for BA 324.
- 4 (W) indicates a substantial writing component course.
- 5 This requirement must be fulfilled by a course approved by the McCombs School of Business. A list of approved courses is available in the Undergraduate Programs Office (CBA 2.400). This requirement **cannot** be fulfilled by Psychology or Sociology courses primarily covering statistics or data processing.
- 6 This requirement must be fulfilled by HIS 315K and HIS 315L or by History courses designated in the Course Schedule with the statement: **“Partially fulfills the legislative requirement for American History.”** Three hours of Texas History may be substituted for three hours of American History.
- 7 Other combinations of Government may be acceptable if transferred. *
- 8 A total of six semester hours must be completed from any combination of the following fields: Archaeology, Architecture, Art (including Art History, Design, Studio Art and Visual Art studies), Classics (including Classical Civilization, Greek and Latin), Fine Arts, Humanities, Music (including instruments and Ensemble), Philosophy (**except** courses in logic and argumentation) and Theater & Dance.
- 9 A total of six semester hours in science must be chosen from **one** of the following fields: Astronomy, Biology, Chemistry, Geology, or Physics. Meteorology, Physical Science, and PHY 306 **cannot** be used toward this requirement. *
- 10 This requirement must be fulfilled by one of the following courses: CMS 305, 306M, 319, or 370L. Speech (SPE) is the old course designation for CMS.
- 11 Students may take these courses after they have declared their major and completed any other prerequisites listed in the Course Schedule.
- 12 Only **one** internship course may be counted toward the degree. Some departments offer practicum courses that may be taken in place of the internship course. Contact your department for information regarding practicums.
- 13 A total of nine (9) semester hours of Marketing electives must be chosen from the following: MKT 338, 363, 370K, and 372 (all topics). MKT 372 may be repeated when topics vary.
- 14 **Upper-division Non-business Electives** must be both upper-division and nonbusiness. Upper-division courses are numbered _20 through _79. * PED courses may not be used toward this requirement. ROTC courses may be used only upon commissioning.
- 15 **Non-business Electives** may be lower or upper-division nonbusiness courses. * PED courses may not be used toward this requirement. ROTC courses may be used only upon commissioning.
- 16 **Free electives** may be lower or upper-division, business or nonbusiness courses. * PED courses may not be used toward this requirement. ROTC courses may be used only upon commissioning.
- 17 Students may use courses for an optional minor to fulfill elective coursework. Courses used for the minor must be taken on a letter grade basis. See **“Criteria for the Optional Minor”** above.

* For additional information, contact an academic advisor or visit our web page: <http://www.mcombs.utexas.edu/udean/>

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