

THIS PLAN IS AN UNOFFICIAL ASSESSMENT TOOL.

PLEASE REFER TO A DEGREE AUDIT FOR YOUR SPECIFIC REQUIREMENTS TOWARD A BBA DEGREE

MARKETING

2008 – 2010

(Expires August 2016)

The University of Texas at Austin
McCombs School of Business

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

(512) 471-0690
texasbba@mcombs.utexas.edu

Student's Name: _____ Unofficial Check By: _____

UTEID: _____ Date Checked: _____

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

Courses to Declare Major *

BA 101 ¹ _____

Economics 304K (micro) _____

Economics 304L (macro) _____

Math 408K or 408C _____

Math 408L or 408D _____

*Additional criteria must be met to declare your major. (see back)

Marketing Major Courses

International Bus. 350 _____

Marketing 460 _____

Marketing Elective ⁵ _____

Marketing Elective ⁵ _____

Marketing Elective ⁵ _____

Marketing 353 (internship) ⁶ _____

Marketing 370 (W) ⁴ _____

Basic Education Requirements

UGS 302 or 303 _____

Rhetoric & Writing 306 ⁹ _____

English 316K _____

Government 310L _____

Government 312L _____

American History ¹⁰ _____

American History ¹⁰ _____

Psychology, Sociology, or Anthropology ¹¹ _____

Natural Science ¹² _____

Natural Science ¹² _____

Visual & Performing Arts ¹³ _____

Vis. & Per. Arts, PSY, SOC, ANT, or an Upper-Division Study Abroad ¹⁴ _____

Comm. Studies 306M _____

Lower Division Business Core

Accounting 311 _____

Accounting 312 _____

Statistics 309 _____

Man. Info. Sys. 301 ² _____

Elective Courses *

Upper-Division Nonbusiness Elective ^{7,8} _____

Upper-Division Nonbusiness Elective ^{7,8} _____

1 hour of Nonbusiness Elective ⁸:

Completed hours: _____

Remaining hours: _____

8 hours of Free Electives ⁸:

Completed hours: _____

Remaining hours: _____

* 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.

Upper-Division Business Core Courses ³

BA 324 (W) ^{2,4} _____

Statistics 371G _____

LEB 323 _____

MAN 336 or OM 335 _____

Marketing 337 _____

Finance 357 _____

Optional Minor: _____

Lower-Division Course _____

Upper-Division Course _____

Upper-Division Course _____

Upper-Division Course _____

SEE BACK PAGE FOR ADDITIONAL INFORMATION
(criteria for a minor, UT residency requirements, endnotes, etc...)

STUDENT RESPONSIBILITY

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

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.
- 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.
- Specific course requirements exist for a minor in MIS or FIN.

UT RESIDENCY REQUIREMENTS

“In residence” refers to courses taken at UT Austin; it does not include credit by exam, extension, or distance education courses. All of the following must be completed in residence:

- 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 major coursework.
- 24 of the last 30 hours.

CRITERIA TO DECLARE MAJOR

- Complete coursework BA 101, M 408K or 408C, 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.
- Clear any high school unit deficiencies.
- Register with BBA Career Services.

ENDNOTES

1. Freshmen are required to take BA 101S, freshmen in the BHP are required to take BA101H, and transfer students are required to take BA 101T.
2. Students must have a passing score on the Computer Proficiency Test (CPT) in order to take MIS 301 and BA 324. For more information and to register for the CPT, go to the Instructional Assessment and Evaluation website: <http://www.utexas.edu/academic/mec/cbe/cpt.html>
3. Students may take these courses after they have declared their major and completed any other prerequisites listed in the Course Schedule.
4. (W) indicates a substantial writing component course.
5. 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.
6. Only **one** internship course may be counted toward the degree. Students’ internship must be approved **before** they can start logging in the required 160 hours. For more information about the internship requirement, visit the advising website: www.mcombs.utexas.edu/udean/advising/internship/
7. Upper-division Non-business Electives must be both upper-division and nonbusiness. Upper-division courses are numbered _20 through _79.
8. 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.
9. Eligibility to register for RHE 306 is based on your month of birth. Only students with an even-numbered birth month are eligible to register for RHE in the fall semester. In the spring semester only students with an odd-numbered birth month are eligible.
10. This requirement must be fulfilled 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.
11. This requirement is typically fulfilled by taking **Anthropology 302; Psychology 301; or Sociology 302**. A full list of approved courses can be found in the Undergraduate Program Office (CBA 2.400).
12. Six hours of Natural Science must be completed from **one** of the following fields: Astronomy, Biology, Chemistry, Geological Sciences, Physical Science, or Physics. A list of approved courses can be found in the Undergraduate Program Office (CBA 2.400).
13. Six hours of Visual and Performing Arts must be completed from **any** of the following fields: American Studies, Architecture, Art History, Classical Civilization, Ensemble, Fine Arts, Music, Philosophy, Studio Art, and Theater and Dance. A list of approved courses can be found in the Undergraduate Program Office (CBA 2.400).
14. Three additional hours must be fulfilled by either Psychology, Sociology, Anthropology¹¹; **OR** Visual & Performing Arts¹³; **OR** upper-division coursework completed in an approved study abroad program. A list of approved study abroad programs is available in the Undergraduate Program Office (CBA 2.400).