THIS PLAN IS AN UNOFFICIAL ASSESSMENT TOOL.
PLEASE REFER TO A DEGREE AUDIT FOR YOUR SPECIFIC REQUIREMENTS TOWARD A BBA DEGREE

2006 – 2008
(Expires August 2014)

MARKETING

The University of Texas at Austin
McCombs School of Business

http://www.mccombs.utexas.edu/udean/
http://www.mccombs.utexas.edu/dept/marketing/undergrad/marketing.asp

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

Student's Name: _____

UTEID: _____

Overall UT GPA: _____

Business GPA: _____

Unofficial Check by: _____

Date Checked: _____

Total Hours Completed: _____

Total Hours needed for Marketing degree: 121 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 [1]	_____	Rhetoric & Writing 306 [3]	_____	English 316K	_____
Economics 304K (micro)	_____	Business Admin. 324 (W) [4, 5]	_____	American History [7]	_____
Economics 304L (macro)	_____	Accounting 311	_____	American History [7]	_____
Math 408K or 408C [2]	_____	Accounting 312	_____	Government 310L [8]	_____
Math 408L or 408D [2]	_____	Statistics 309	_____	Government 312L [8]	_____
		Psychology, Sociology, or Anthropology [6]	_____	Fine Arts-Humanities [9]	_____
				Fine Arts, PSY, SOC, ANT, or an Upper-Division Study Abroad course[10]	_____
				Natural Science [11]	_____
				Natural Science [11]	_____
***Additional criteria must be met to declare your major. (see back)**				Comm. Studies 306M [12]	_____

Business Core Courses		Marketing Major Courses [14]		Elective courses *	
Man. Info. Sys. 301 [4, 13]	_____	Marketing 353 (Internship) [15]	_____	Upper-Division Nonbusiness Elective [17, 20]	_____
Marketing 337 [14]	_____	International Bus. 350	_____	Upper-Division Nonbusiness Elective [17, 20]	_____
Finance 357 [14]	_____	Marketing 460	_____	4 hours of Nonbusiness Electives [18, 20]:	
OM 335 or MAN 336 [14]	_____	Marketing Elective [16]	_____	Current hours: _____	Remaining hours: _____
Legal Environ. of Bus. 323 [14]	_____	Marketing Elective [16]	_____	11 hours of Free Electives [19, 20]:	
		Marketing Elective [16]	_____	Current hours: _____	Remaining hours: _____
		Marketing 370 (W) [5]	_____	***** 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.	

SEE BACK PAGE FOR ADDITIONAL INFORMATION
(Criteria for a minor, U.T. Residency Requirements, Endnotes, etc…)

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

ENDNOTES

1 Freshmen are required to take BA 101S, freshmen in the Business Honors Program are required to take BA101H, and transfer students are required to take BA 101T.

2 Other combinations of Calculus may be acceptable. *

3 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.

4 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: www.utexas.edu/academic/mec/

5 (W) indicates a substantial writing component course.

6 This requirement **cannot** be fulfilled by Psychology or Sociology courses primarily covering statistics or data processing.

7 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.

8 Other combinations of Government may be acceptable if transferred. *

9 This requirement may be fulfilled by any course taken from 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.

10 Three additional hours must be fulfilled by Psychology, Sociology, Anthropology [6]; **OR** Fine Arts/Humanities [9]; **OR** upper-division coursework completed in an approved study abroad program. A list of approved programs is available in the Undergraduate Programs Office (CBA 2.400).

11 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. *

12 This requirement must be fulfilled by one of the following courses: CMS 305, 306M, 319, or 370L.

13 MIS 301 was previously MIS 310. MIS 310 or MIS 301 may fulfill this requirement.

14 Students may take these courses after they have declared their major and completed any other prerequisites listed in the Course Schedule.

15 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.mccombs.utexas.edu/udean/advising/internship/

16 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.

17 **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.

18 **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.

19 **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.

20 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.mccombs.utexas.edu/udean/

Notice Concerning Your Information The Texas Public Information Act, with a few exceptions, gives you the right to be informed about the information that the University of Texas at Austin collects about you. It also gives you the right to request a copy of that information and to have the University correct any of that information that is wrong. You may request to receive and review any of that information, or request corrections to it, by contacting the University's Public Information Officer, Office of Financial Affairs, PO Box 8179, Austin, Texas, 78713 (e-mail: cfo@www.utexas.edu).