**THIS PLAN IS AN UNOFFICIAL ASSESSMENT TOOL.**

***PLEASE REFER TO A INTERACTIVE DEGREE AUDIT AND YOUR ACADEMIC ADVISOR FOR YOUR SPECIFIC REQUIREMENTS TOWARD A BBA DEGREE***

# MARKETING

**2010 – 2012**

(catalog expires August 2018)

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

## University Core Curriculum

More information about courses that satisfy core requirements are listed on the back. An updated list of courses can also be found on the UGS website: http://www.utexas.edu/ugs/core/requirements/2010-2012

- UGS 302 or 303 _____
- Rhetoric & Writing 306 _____
- English 316K _____
- Government 310L _____
- Government 312L _____
- American History* _____
- American History* _____
- Science & Tech., Part I* _____
- Science & Tech., Part I* _____
- Science & Tech., Part II* _____
- Visual & Performing Arts* _____

## Courses to Declare Major

- BA 101 - Freshmen - BA 101S; BHP - BA 101H; Transfer - BA 101T _____
- Economics 304K - micro (fulfills social science core requirement) _____
- Economics 304L - macro _____
- Math 408K or 408C (fulfills math core requirement) _____
- Math 408L or 408D _____

## Steps to Declare Major:

- Complete courses listed above
- Complete 30 hours of credit
- Take care of high school unit and language deficiencies
- Register with BBA Career Services
- Declare major online: https://utdirect.utexas.edu/business/students/

## Basic Education Requirements

- Psychology, Sociology, or Anthropology _____
- 3 additional hours from approved list* _____
- Comm. Studies 306M _____

## Lower Division Business Core

- Accounting 311 _____
- Accounting 312 _____
- Statistics 309 _____
- Man. Info. Sys. 301 _____

## Upper-Division Business Core Courses

- BA 324 (W) _____
- Statistics 371G _____
- LEB 323 _____
- MAN 336 or OM 335 _____
- Marketing 337 _____
- Finance 357 _____

## Elective Courses

- Upper-Division Nonbusiness Elective _____
- Upper-Division Nonbusiness Elective _____
- 3 hrs of Free Elective _____
- 3 hrs of Free Elective _____

* 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.

## Marketing Major Courses

- International Bus. 350 _____
- Marketing 460 _____

**MKT electives** must be chosen from the following: MKT 338, 363, 370K, and 372 (all topics, may be repeated when topics vary).

- Marketing Elective _____
- Marketing Elective _____
- Marketing Elective _____
- Marketing 353 (internship) _____
- Marketing 370 (W) _____

## University Flag Requirement:

- ☐ Ethics & Leadership (MAN 336 or LEB 323)
- ☐ Quantitative (ACC 311, ACC 312, STA 309, or STA 371G)

The business curriculum is designed to incorporate these flags into the degree. The courses must be taken at UT to satisfy the requirement.

## Optional Minor*: _____

- Lower-Division Course _____
- Upper-Division Course _____
- Upper-Division Course _____
- Upper-Division Course _____

***SEE BACK PAGE FOR ADDITIONAL INFORMATION**

# MARKETING 2010-2012 catalog

## *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.

## 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.

## SCIENCE & TECHNOLOGY, PART I

Six hours in a single field of study.

The following courses may be counted:

Non-science major courses:

- **Astronomy** 301, 309, 309L, 309N, 309Q, 309R, 309S, 309T
- **Biology** 301D, 301L, 301M
- **Chemistry** 304K, 305
- **Geological Sciences** 302C, 302D, 302E, 302K, 302M, 302P, 307
- **Physical Science** 303, 304
- **Physics** 309K, 309L

Additional courses:

- **Astronomy** 302, 303, 307 (Only one of Astronomy 301, 302, 303, or 307 may be counted. Astronomy 309Q may not be paired with 309N or 309R.)
- **Biology** 311C, 311D, 416K, 416L, 315H, 325H (It is recommended that students complete one of the following pairs of courses: Biology 311C and 311D, or Biology 416K and 416L, or Biology 315H and 325H.)
- **Chemistry** 301, 302, 301H, 302H, 313N, 314N (It is recommended that students complete one of the following pairs of courses: Chemistry 301 and 302, or 301H and 302H, or 313N and 314N.)
- **Geological Sciences** 401, 303, 404C, 405, 305E, 420H (Only one of Geological Sciences 401, 303, or 420H may be counted. Geological Sciences 404C may not be paired with 405.)
- **Natural Sciences** 306J, 306K, 306L
- **Physics** 301, 302K, 302L, 303K, 303L, 316, 317K, 317L (It is recommended that students complete one of the following pairs of courses: Physics 301 and 316, or 302K and 302L, or 303K and 303L, or 317K and 317L.)

Students in the Plan II Honors Program should contact the Plan II office for additional information regarding this requirement.

## SCIENCE & TECHNOLOGY, PART II

Three hours in a field of study **different** from the field counted toward Science & Technology Part I.

Courses listed under Science & Technology Part I, may be counted toward this requirement; the following courses may also be counted:

- **Anthropology** 301, 304
- **Biology** 301C, 305E, 305F, 406D, 307D, 309D, 309F
- **Computer Sciences** 302, 307
- **Electrical Engineering** 302, 306
- **Geography** 301C, 301K, 304E

## AMERICAN HISTORY

Six hours are required; three hours may be in Texas history. The statement **"Partially fulfills the legislative requirement in American History"** must be included in the description of the course.

The following courses may be counted:

**History** 314K, 315G, 315K, 315L, 317L, 320L, 320P, 320R, 329K, 333L, 333M, 334L, 334M, 336L, 340S, 341N, 345J, 345L, 345M, 350R, 351N, 351P, 355F, 355M, 355N, 355P, 355S, 356G, 356K, 356N, 356P, 356R, 357C, 357D, 357F, 357P, 365G, 373C, 376F

## VISUAL & PERFORMING ARTS

One of the following courses:

- **American Studies** 330
- **Architecture** 308, 318K, 318L
- **Art History** 301, 302, 303 (The following courses may also be counted: Art History 325, 327J, 327L, 327M, 327N, 327P, 327R, 329J, 329K, 329R, 330G, 331K, 331L, 331M, 332K, 332L, 333K, 333L, 334, 335N, 335P, 337K, 338L, 338M, 339J, 339K, 339L, 339M, 341K, 341L, 346, 347K, 347L, 347M, 359, 360L, 361, 361L, 362, 362R, 363, 364, 365, 366J, 366N, 366P, 367, 370, 372)
- **Classical Civilization** 301, 302, 302K, 303, 307C, 307D, 317
- **Core Texts and Ideas** 350, 351
- **Fine Arts** 310, 320
- **Music** 302L, 302P, 303M, 303N, 303P, 606A, 307, 313, 334
- **Philosophy** 317K, 346
- **Radio-Television-Film** 305, 314, 316
- **Studio Art** 320K, 320L
- **Theatre and Dance** 301, 302T, 303
- **Visual Art Studies** 320

## 3 ADDITIONAL HOURS

Three hours must be fulfilled by one of the following courses:

- **Psychology, Sociology, Anthropology.** The only courses within each dept. that will not count are those that deal primarily with statistics and data processing (i.e. PSY 418, SOC 317L, SOC 317M).
- **Fine Arts**. Any course from the following departments: Archaeology, Architecture, Art History, Studio Art, Visual Art Studies, Classic Civilization, Latin, Greek, Fine Arts, Music, Ensemble, Instruments, Philosophy (except logic and argument courses), Theatre & Dance.
- **Visual & Performing Arts.** See list above.
- **Upper-division coursework completed in an approved study abroad program.**

## 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.