

Degree Plan Checklist - Marketing
Bachelor of Business Administration
COBA recommended courses

A. University Core		Final grade
Minimum of C grade required		
Communication (Select 6 credit hours from the following)		
Note: ESL students should take ESOL 1311 & 1312		
COMM 1611	Written and Oral Communication	
RWS 1301	Rhetoric & Composition I	
RWS 1302	Rhetoric & Composition II	
RWS 1601	Rhetoric, Composition, Comm.	
ESOL 1311	Expository English Composition	
ESOL 1312	Research & Critical Writing	
Mathematics		
Prerequisite for ALL Business Foundation courses		
MATH 1320, 2301, 1508 or 1411 fulfill major requirements		
MATH 1320	Math for Social Sciences I	
American History		
HIST 1301	History of US to 1865	
HIST 1302	History of US Since 1865	
Language, Philosophy & Culture		
(Select 3 credit hours from the following)		
ENGL 2311, 2312, 2313, 2314, 2318; FREN 2322; HIST 2301, 2302; PHIL 2306, 1301; RS 1301; SPAN 2340; WS 2300, 2350		
Life & Physical Sciences		
(Select 6 credit hours from the following of which one hour must be a laboratory)		
ASTR 1107, 1307, 1308		
BIOL 1103, 1104, 1107, 1108, 1203, 1304, 1305, 1306, 2111, 2113, 2313		
CHEM 1105, 1106, 1305, 1306, 1407, 1408		
ESCI 1101, 1102, 1301		
GEOG 1106, 1306		
GEOL 1103, 1104, 1111, 1112, 1211, 1212, 1230, 1231, 1313, 1314		
HSCI 2302, 2303; MICR 2330		
PHYS 1403, 1404, 2420, 2421		
Political Science		
POLS 2310	Introduction to Politics	
POLS 2311	American Government & Politics	
Social and Behavioral Sciences (3 credit hours)		
ANTH 1301, 1302; PSYC 1301; SOCI 1301 LING 2340; ECON 2303, 2304; EDPC 1301; EDU 1342; CE 2326; COMM 2350, 2372; LING/ANTH/ENGL 2320; ANTH/GEOG/SOCI 1310		
Creative Arts		
(Select 3 credit hours from the following)		
ART 1300; ARTH 1305, 1306; DANC 1304; FILM 1390; MUSL 1327, 1324, 1321; THEA 1313		
Component Area		
(Select 6 credit hours from the following)		
BUSN 1301; COMM 1302, 1301; UNIV 1301; CS 1310, 1320; SCI 1301		

B. Business Foundation		Final grade
Minimum of C grade required		
ACCT 2301	Principles of Accounting I (GPA 2.25 required)	
ACCT 2302	Principles of Accounting II (GPA 2.25 required)	
ECON 2303*	Principles of Economics I	
ECON 2304*	Principles of Economics II	
QMB 2301	Fundamentals of Business Statistics (GPA 2.25 required)	
MATH 2301	Math for Social Sciences II	

*If economics fulfills social & behavioral science component, student then has a free upper-division business elective.

Must complete University Core + Business Foundation to select a specialty major.

C. Business Core		Final grade
Grade Requirement depends on major		
BLAW 3301	Legal Environment of Business	
BUSN 3304	Global Business Environment	
CIS 3345	Management Information Systems	
QMB 3301	Quantitative Methods in Business	
ECON 3310	Managerial Economics	
FIN 3310	Business Finance	
OSCM 3321	Production/Operations Mgmt	
MGMT 3303	Intro to Management/Org Behavior	
MKT 3300	Principles of Marketing	
MGMT4300**	Strategic Management	

**MGMT 4300 has 4 prerequisites shown in light blue.

**MGMT 4300 must be taken during the last semester at UTEP.

D. Marketing Major		Final grade
MKT 3302	Consumer Behavior	
MKT 4301	Marketing Research	
MKT 4325	International Marketing	
MKT 4395	Strategic Marketing Management	
MGMT, MKT, or OSCM Elective		
Select one MGMT, MKT, or OSCM course. <i>(Instead of ACCT 3314)</i>		
Marketing Elective		
Select six hours of upper division MKT		
Upper Division Business		
Select six hours of upper division business courses		
Upper Division Non-Business Elective		
Select three hours of upper division non-business course work		

BBA Total Hours: 120

Disclaimer: The College of Business Administration reserves the right to withdraw courses at any time, change curriculum, degree requirements, and any other information or requirements affecting students. Changes will become effective whenever the proper authorities so determine.