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

A. University Co		Final
Minimum of C g	·	grade
	(Select 6 credit hours from the following)	
	nts should take ESOL 1311 & 1312	ı
COMM 1611	Written and Oral Communication	
ENGL 1313	Writing About Literature	
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		
	ALL Business Foundation courses MATH 1309,	
	0, 2301, 1508 or 1411 fulfill major requirements	ı
MATH 1320	Math for Social Sciences I	
American Histo	·	
HIST 1301	History of US to 1865	
HIST 1302	History of US Since 1865	
Language, Philo	sophy & Culture	
(Select 3 credit	hours from the following)	
•	course: PHIL 2306	
Other choices: 0	CHIC 2302; ENGL 2311, 2312, 2313, 2314, 2318;	
FREN 2322: HIST	Г 2301, 2302; PHIL 1301; RS 1301; SPAN 2340; WS	1
2322, 1113	2301, 2302, THE 1301, NS 1301, SI AN 2340, WS	
2300, 2350		
2300, 2350 Life & Physical S	Sciences Sciences	he a
2300, 2350 Life & Physical ! (Select 6 credit		t be a
2300, 2350 Life & Physical ((Select 6 credit laboratory)	Sciences hours from the following of which one hour must	be a
2300, 2350 Life & Physical 9 (Select 6 credit laboratory) ASTR 1107, 130 BIOL 1103, 1104	Sciences hours from the following of which one hour must 7, 1308 8, 1107,1108, 1203, 1303, 1304, 1305, 1306, 2111,	be a
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B. Business Foundation Minimum of C grade required		Final grade
ACCT 2301	Principles of Accounting I	
ACCT 2302	Principles of Accounting II	
ECON 2304	Principles of Economics II	
QMB 2301	Fundamentals of Business Statistics	
MATH 2301	Math for Social Sciences II	

Must complete University Core + Business Foundation to select a specialty major and minor or certificate.

C. Business Core Grade Requirement depends on major		Final grade
BLAW 3301	Legal Environment of Business	
BUSN 3304 or BUSN 3305	Global Business Environment	
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 4395	Strategic Marketing Management	
Marketing Elective		
Select fifteen hour		

E. Business minor or certificate			
Select twelve hours of business minor or certificate			
·	•		

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.