

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

A. University Core		Final grade
Minimum of C grade required		
<b>Communication (Select 6 credit hours from the following)</b> Note: ESL students should take ESOL 1311 & 1312		
COMM 1611	Written and Oral Communication	
ENGL 1313	Writing About Literature	
<b>RWS 1301</b>	Rhetoric & Composition I	
<b>RWS 1302</b>	Rhetoric & Composition II	
RWS 1601	Rhetoric, Composition, Comm.	
ESOL 1311	Expository English Composition	
ESOL 1312	Research & Critical Writing	
<b>Mathematics</b> Prerequisite for ALL Business Foundation courses MATH 1309, 1310, 1319, 1320, 2301, 1508 or 1411 fulfill major requirements		
MATH 1320	Math for Social Sciences I	
<b>American History</b>		
HIST 1301	History of US to 1865	
HIST 1302	History of US Since 1865	
<b>Language, Philosophy &amp; Culture</b>  (Select 3 credit hours from the following)		
Recommended course: <b>PHIL 2306</b>		
Other choices: CHIC 2302; ENGL 2311, 2312, 2313, 2314, 2318; FREN 2322; HIST 2301, 2302; PHIL 1301; RS 1301; SPAN 2340; WS 2300, 2350		
<b>Life &amp; Physical Sciences</b> (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, 1303, 1304, 1305, 1306, 2111, 2113, 2311, 2313		
CHEM 1105, 1106, 1107, 1108, 1305, 1306, 1307, 1308		
ESCI 1101, 1102, 1202, 1301		
GEOG 1106, 1306		
GEOL 1111, 1112, 1211, 1212, 1230, 1231, 1313, 1314		
HSCI 2302, 2303; MICR 2330		
PHYS 1403, 1404, 2120, 2121, 2320, 2321, 2420, 2421		
<b>Political Science</b>		
POLS 2310	Introduction to Politics	
POLS 2311	American Government & Politics	
<b>Social and Behavioral Sciences (3 credit hours)</b>		
Business designated course: <b>ECON 2303</b>		
<b>Creative Arts</b> (Select 3 credit hours from the following)		
ART 1300; ARTH 1305, 1306; DANC 1304; FILM 1390; MUSL 1327, 1324, 2321; THEA 1313		
<b>Component Area</b> (Select 6 credit hours from the following)		
Business designated courses: <b>BUSN 1301; COMM 1302</b>		
Other choices: COMM 1301, UNIV 1301; CS 1310, 1320; SCI 1301; EL 1301		

B. Business Core		Final grade
ACCT 2301	Principles of Accounting I	
ACCT 2302	Principles of Accounting II	
ECON 2304	Principles of Microeconomics	
QMB 2301	Business Statistics and Analytics I	
MATH 2301	Math for Social Sciences II	
BLAW 3301	Legal Environment of Business	
BUSN 3304 or BUSN 3305	Global Business Environment	
CIS 3305	Foundations of Info Sys & Business Analytics	
QMB 3301	Business Statistics and Analytics II	
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.**

Must complete University core + Lower Division classes to select a specialty major and minor or certificate.

D. Marketing Major		Final grade
MKT 3302	Consumer Behavior	
MKT 4301	Marketing Research	
MKT 4395	Strategic Marketing Management	
MKT 3350	Marketing Metrics	
<b>Marketing Elective</b>		
Select <b>twelve hours</b> of upper division MKT		

E. Business minor or certificate		Final grade
Select <b>twelve hours</b> of business minor or certificate		

**BBA Total Hours: 120**

\*MKT 3330 - Introduction to Marketing Analytics (New Course offered as a MKT Elective)

\*MKT 4330 - Advanced Marketing Analytics (New Course offered as a MKT Elective)

\*MKT MKT 4335 - Marketing Projects (New Course offered as a MKT Elective)

\*MKT 4350 - Brand Management (New Course offered as a MKT Elective)

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.