

# Marketing - Undergraduate Programs

The Department of Marketing offers a Bachelor of Business Administration (B.B.A.) in Marketing and an undergraduate Sales Certificate. Students will develop knowledge centered on a customer centric view of the market, long-term customer satisfaction, and the development of mutually beneficial relationships. The discipline of marketing prepares students for exciting and rewarding career opportunities where they serve their internal and external customers.

## Requirements for a Bachelor of Business Administration Degree in Marketing

Students must meet all lower division requirements before enrolling for upper division courses. Specified prerequisites are designated for certain courses.

### Pre-Professional Course Requirements - Fulfill the University General Core Requirements (42 hours and 3 elective hours)

General Core Requirements ( <a href="http://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/">http://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/</a> )	42
Communication (minimum 6 hours required)	6
ENGL 1301 RHETORIC AND COMPOSITION I	
ENGL 1302 RHETORIC AND COMPOSITION II	
Mathematics (minimum 6 hours required)	6
MATH 1315 COLLEGE ALGEBRA FOR ECONOMICS & BUSINESS ANALYSIS	
MATH 1316 MATHEMATICS FOR ECONOMICS AND BUSINESS ANALYSIS	
Life and Physical Sciences (minimum 6 hours required)	6
From Approved University General Core Requirement List	
Language, Philosophy & Culture (minimum 3 hours required)	3
From Approved University General Core Requirement List	
Creative Arts (minimum 3 hours required)	3
From Approved University General Core Requirement List	
US History (minimum 6 hours required)	6
HIST 1301 HISTORY OF THE UNITED STATES TO 1865	
HIST 1302 HISTORY OF THE UNITED STATES, 1865 TO PRESENT	
Government/Political Science (minimum 6 hours required)	6
POLS 2311 GOVERNMENT OF THE UNITED STATES	
POLS 2312 STATE AND LOCAL GOVERNMENT	
Social & Behavioral Sciences (minimum 3 hours required)	3
Satisfied by completion of ECON 2305 in the Business Core.	
Foundational Component Area (minimum 3 hours required)	3
Satisfied by completion of ECON 2306 in the Business Core.	
Elective/UNIV 1101 or UNIV 1131 (3 hours) <small>ELECTIVE MAY BE TAKEN IN PLACE OF UNIV-BU 1101</small>	3
<b>Professional Course Requirements - Business Core (39 hours)</b>	
MANA 1301 BUSINESS IN A GLOBAL ENVIRONMENT	3
ACCT 2301 PRINCIPLES OF ACCOUNTING I	3
ACCT 2302 PRINCIPLES OF ACCOUNTING II	3
BSTAT 2305 INTRODUCTORY STATISTICS FOR BUSINESS ANALYTICS	3
ECON 2305 satisfies the Social & Behavioral Science	
ECON 2306 satisfies the Foundational Component	
INSY 2303 INTRODUCTION TO M.I.S. AND DATA PROCESSING	3
BCOM 3360 EFFECTIVE BUSINESS COMMUNICATION	3
BLAW 3310 LEGAL AND ETHICAL ENVIRONMENT OF BUSINESS	3
BSTAT 3321 INTERMEDIATE STATISTICS FOR BUSINESS ANALYTICS	3
FINA 3313 BUSINESS FINANCE	3
MANA 3318 MANAGING ORGANIZATIONAL BEHAVIOR	3
MANA 4322 STRATEGIC MANAGEMENT	3
MARK 3321 PRINCIPLES OF MARKETING	3
OPMA 3306 OPERATIONS MANAGEMENT	3

**Professional Course Requirements - Marketing (18 hours)**

MARK 3324	CONSUMER BEHAVIOR	3
MARK 4311	MARKETING RESEARCH	3
MARK 4322	ADVANCED MARKETING MANAGEMENT AND STRATEGY	3
Advanced Marketing Electives (MARK 33xx or 43xx)		9

**Advanced Business Courses and Electives (18 hours)**

Advanced Accounting Elective (ACCT 33xx or 43xx)		3
Advanced accounting, business, economics, finance, information systems, management, operations and supply chain management, or real estate. No MARK.		12
Advanced Economics Elective (ECON 33xx or 43xx)		3

**Total Hours****120****Double Major**

A Double Major option for the Bachelor of Business Administration (BBA) in Marketing is available. Marketing undergraduates who pursue the following Double Major program will not have the option of participating in the Fast Track Program in Business.

Completion of the Double Major is attained by including all of the following courses in the BBA Marketing plan and completing with grades of C or better in each of the double major courses listed below:

**BBA in Marketing and Management**

MANA 3319	CONTEMPORARY MANAGERIAL CHALLENGES
MANA 3320	HUMAN RESOURCE MANAGEMENT
Advanced Management Elective (MANA 33xx or 43xx)	
Advanced Management Elective (MANA 33xx or 43xx)	

**Suggested Course Sequence****First Year**

First Semester	Hours	Second Semester	Hours
ENGL 1301		3 ENGL 1302	3
MATH 1315		3 MATH 1316	3
HIST 1301		3 HIST 1302	3
Life & Physical Science		3 Life & Physical Science	3
MANA 1301		3 Creative Arts	3
UNIV-BU 1101 (or) UNIV-BU 1131 <sup>ELECTIVE MAY BE TAKEN IN PLACE OF UNIV-BU 1101</sup>		1	
		<b>16</b>	<b>15</b>

**Second Year**

First Semester	Hours	Second Semester	Hours
ACCT 2301		3 ACCT 2302	3
ECON 2305		3 ECON 2306	3
INSY 2303		3 BSTAT 2305	3
POLS 2311		3 POLS 2312	3
Language, Philosophy & Culture		3 Elective	2
		<b>15</b>	<b>14</b>

**Third Year**

First Semester	Hours	Second Semester	Hours
BLAW 3310		3 MARK 3324	3
FINA 3313		3 Advanced Marketing Elective	3
MANA 3318		3 BCOM 3360	3
MARK 3321		3 BSTAT 3321	3
Advanced Economics Elective		3 Advanced Business Elective	3
		<b>15</b>	<b>15</b>

**Fourth Year**

First Semester	Hours	Second Semester	Hours
MARK 4311		3 MARK 4322	3
Advanced Marketing Elective		3 Advanced Marketing Elective	3
OPMA 3306		3 MANA 4322	3
Advanced Accounting Elective		3 Advanced Business Elective	3

Advanced Business Elective

3 Advanced Business Elective

3

15

15

Total Hours: 120

## Minor in Business Philanthropy.

- For an 18 hour requirement, this would require a minimum of 9 hours of business coursework completed in residence at UT Arlington.
- Requires a grade of C or better in all minor requirement courses.
- Will not use vocational and technical courses (including WECM courses) toward any business minor.

This minor is also part of the BA in Philanthropy degree offered in the Department of Communication

Complete all of the following courses:

ACCT 2303	ACCOUNTING AND COMPLIANCE OF NON-PROFIT ORGANIZATIONS	3
FINA 4326	WEALTH AND EXCHANGE	3
MANA 3321	NONPROFIT AND VOLUNTEER MANAGEMENT	3
MARK 3321	PRINCIPLES OF MARKETING	3
MARK 3332	PHILANTHROPY, FUNDRAISING, AND PROFESSIONAL SELLING	3
MARK 3342	MARKETING AND PHILANTHROPIC STRATEGY	3

For additional information or questions about the undergraduate minor, please contact the College of Business Undergraduate Advising Office at 817-272-3368 or [ugadvise@uta.edu](mailto:ugadvise@uta.edu).

## Certificate in Business Philanthropy

The Certificate in Business Philanthropy requires a total of twelve semester credit hours of course work, which can be completed in conjunction with an existing undergraduate degree in any field.

This certificate is also part of the BA in Philanthropy degree offered in the Department of Communication.

### Certificate Requirements

To receive the Certificate in Business Philanthropy, all course work (12 hours) must be completed at UT Arlington with a grade of C or higher.

Complete any four of the following courses for a total of 12 hours:

ACCT 2303	ACCOUNTING AND COMPLIANCE OF NON-PROFIT ORGANIZATIONS	3
MANA 3321	NONPROFIT AND VOLUNTEER MANAGEMENT	3
MARK 3321	PRINCIPLES OF MARKETING	3
MARK 3332	PHILANTHROPY, FUNDRAISING, AND PROFESSIONAL SELLING	3
MARK 3342	MARKETING AND PHILANTHROPIC STRATEGY	3
FINA 4326	WEALTH AND EXCHANGE	3

Total Hours

18

For additional information or questions about the undergraduate certificate, please contact the College of Business Undergraduate Advising Office at 817-272-3368 or [ugadvise@uta.edu](mailto:ugadvise@uta.edu).

## Sales Certificate Program

The Sales Certificate program prepares students for a challenging and rewarding career in the sales profession. The program will enhance students' abilities to sell themselves, their ideas, as well as products and services. It also equips students with knowledge and skills related to managing mutually beneficial relationships with customers. The Sales Certificate program stresses the ethical aspects of sales, deemed a necessary prerequisite for sustainable growth. The Sales Certificate program is built on a strong theoretical background but emphasizes applications and practice. The Sales Certificate program is available to both business and non-business majors.

### Admission to the Program

Students seeking admission to the Sales Certificate program must have completed 45 hours of college credit with a minimum GPA of 2.0 at UT Arlington.

## Eligibility Requirements

To remain eligible for the Sales Certificate program, all students must maintain a GPA of 2.0 or better with a minimum grade of C in every course taken as part of the Sales Certificate course.

Students who earn grades of D or F in two Sales Certificate program courses will be dismissed from the program.

## Certificate Requirements

The Sales Certificate requires 18 credit hours for all majors with 15 credit hours from required courses and an additional 3 credit hours from elective options as listed.

### Required (Complete all courses for a total of 15 hours)

BCOM 3360	EFFECTIVE BUSINESS COMMUNICATION	3
MARK 3321	PRINCIPLES OF MARKETING	3
MARK 3322	PROFESSIONAL SELLING	3
MARK 4308	MANAGEMENT AND LEADERSHIP OF THE SALES FORCE	3
MARK 4322	ADVANCED MARKETING MANAGEMENT AND STRATEGY	3
or MANA 4322	STRATEGIC MANAGEMENT	

### Electives (Select one of the following courses)

BCOM 4380	ADVANCED COMMUNICATIONS FOR BUSINESS	3
MANA 4341	NEGOTIATIONS AND CONFLICT RESOLUTION	3
MARK 3370	SOCIAL MEDIA MARKETING	3
MARK 4303	RETAIL MARKETING	3
MARK 4393	MARKETING INTERNSHIP	3

MARK 4393 is for Marketing majors only. Other majors must enroll in sales internships through their respective departments. To receive credit towards the Sales Certificate program, the actual work performed in the internship must be sales focused.

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