

Bachelor of Business Administration in Marketing

About This Program

The Bachelor of Business Administration in Marketing provides 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.

Competencies

1. Upon completion, marketing students will understand how managers apply the marketing concept in an ever-changing environment.
2. Upon completion, marketing students will demonstrate the ability to perform and interpret a market analysis.
3. Upon completion, marketing students will demonstrate competency in developing a professional marketing plan.
4. Upon completion, marketing students will demonstrate competency in oral and written communication.
5. Upon completion, marketing students will show evidence of strategic problem-solving decision making.

Curriculum

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

Foundations

General Core Requirements (<https://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/>)

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Students are required to complete specific courses in certain core areas.

For Communication select:

ENGL 1301	RHETORIC AND COMPOSITION I
ENGL 1302	RHETORIC AND COMPOSITION II

For Mathematics select:

MATH 1315	COLLEGE ALGEBRA FOR ECONOMICS & BUSINESS ANALYSIS
MATH 1316	MATHEMATICS FOR ECONOMICS AND BUSINESS ANALYSIS

For U.S. History select:

HIST 1301	HISTORY OF THE UNITED STATES TO 1865
HIST 1302	HISTORY OF THE UNITED STATES, 1865 TO PRESENT

For Social & Behavioral Sciences select:

ECON 2305	PRINCIPLES OF MACROECONOMICS
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For Component Area Option select:

ECON 2306	PRINCIPLES OF MICROECONOMICS
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Business Foundations

Additional hours required in core.

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UNIV 1101	CAREER PREPARATION AND STUDENT SUCCESS	1
or UNIV 1131	STUDENT SUCCESS	
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
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
MARK 3321	PRINCIPLES OF MARKETING	3
OPMA 3306	OPERATIONS MANAGEMENT	3
MANA 4322	STRATEGIC MANAGEMENT	3

Marketing Specialization

MARK 3324	CONSUMER BEHAVIOR	3
MARK 4311	MARKETING RESEARCH	3
MARK 4322	ADVANCED MARKETING MANAGEMENT AND STRATEGY	3
Select two Marketing courses numbered 3000 or higher.		6
Advanced Electives		
Select one Accounting course numbered 3000 or higher.		3
Select one Economics course numbered 3000 or higher.		3
Select four non-Marketing business courses numbered 3000 or higher.		12
Select one Business or Marketing course numbered 3000 or higher.		3
Total Hours		120

DOUBLE MAJOR

Double Major options for the Bachelor of Business Administration (BBA) in Marketing are 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

Management Specialization

MANA 3319	CONTEMPORARY MANAGERIAL CHALLENGES	3
HRMN 3320	HUMAN RESOURCE MANAGEMENT	3
Select two Management courses numbered 3000 or higher.		6
Total Hours		12

BBA IN MARKETING AND FINANCE

Finance Specialization

FINA 3315	INVESTMENTS	3
FINA 3317	FINANCIAL INSTITUTIONS AND MARKETS	3
FINA 4315	ADVANCED BUSINESS FINANCIAL ANALYSIS	3
Select one Finance course numbered 3000 or higher.		3
Advanced Electives		
ACCT 3311	FINANCIAL ACCOUNTING I	3
ECON 3303	MONEY AND BANKING	3
or ECON 3310	MICROECONOMICS	
Total Hours		18

BBA IN MARKETING AND ECONOMICS

Economics Specialization

ECON 3303	MONEY AND BANKING	3
ECON 3310	MICROECONOMICS	3
ECON 3312	MACROECONOMICS	3
ECON 3318	ECONOMIC DATA ANALYSIS	3
ECON 4300	ADVANCED COMMUNICATION FOR BUSINESS AND ECONOMIC PROFESSIONALS	3
or BCOM 4380	ADVANCED COMMUNICATIONS FOR BUSINESS	
Select two Economics courses numbered 3000 or higher.		6
Total Hours		21

BBA IN MARKETING AND REAL ESTATE

Real Estate Specialization

RAEA 3325	REAL ESTATE FUNDAMENTALS	3
RAEA 4319	REAL ESTATE FINANCE	3
RAEA 4334	REAL ESTATE APPRAISAL	3

BLAW 3314	REAL ESTATE LAW	3
Select two Real Estate courses numbered 3000 or higher.		6
Total Hours		18

BBA IN MARKETING AND OPERATIONS & SUPPLY CHAIN MANAGEMENT

Operations Management Specialization

OPMA 4302	SUPPLY CHAIN LOGISTICS	3
OPMA 4309	GLOBAL SUPPLY CHAIN MANAGEMENT	3
OPMA 4310	SUPPLY CHAIN ANALYTICS-THEORY AND PRACTICE	3
OPMA 4312	PURCHASING MANAGEMENT	3
Select one Operations Management course numbered 3000 or higher.		3
Total Hours		15

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
ECON 2305		3 ECON 2306	3
MANA 1301		3 Creative Arts	3
UNIV-BU 1131 ^{Freshmen Only}		1	
		16	15

Second Year

First Semester	Hours	Second Semester	Hours
ACCT 2301		3 ACCT 2302	3
INSY 2303		3 BSTAT 2305	3
POLS 2311		3 POLS 2312	3
Life & Physical Sciences		3 Life & Physical Science	3
Language, Philosophy & Culture		3 Elective ^(2 Hours for Freshman/3 Hours for Transfers)	2
		15	14

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
		15	15

Fourth Year

First Semester	Hours	Second Semester	Hours
MARK 4311		3 MARK 4322	3
Advanced Marketing Elective		3 Advanced Business or 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

Advising Resource

Freshmen students will meet with advisors in the University Advising Center for at least one semester before transitioning to the College of Business.

Location:

College of Business, Suite 107

Email:

ugadvise@uta.edu

Phone:

817-272-3368

Web:

College of Business Undergraduate Advising (<https://www.uta.edu/academics/schools-colleges/business/undergraduate-advising/>)