

**THIS PLAN IS AN UNOFFICIAL ASSESSMENT TOOL.**

\*PLEASE REFER TO AN INTERACTIVE DEGREE AUDIT AND YOUR ACADEMIC ADVISOR FOR YOUR SPECIFIC REQUIREMENTS TOWARD A BBA DEGREE\*

# MARKETING

**2024-2026**

(catalog expires August 2032)

**Student Name:** \_\_\_\_\_

**Advisor:** \_\_\_\_\_

**UT EID:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Expected Grad:** \_\_\_\_\_

**COURSES MUST BE TAKEN FOR A GRADE UNLESS OTHERWISE INDICATED.  
CONSULT THE COURSE SCHEDULE & UNDERGRADUATE CATALOG FOR PREREQUISITES.**

**120** hours minimum for BBA

University Core Curriculum	
* More information about courses that satisfy core requirements are listed on the back. An updated list of courses can also be found on the UGS website: <a href="https://test-utexas-undergraduate.pantheonsite.io/academics/core-curriculum/core-curriculum-courses/current-core-list">https://test-utexas-undergraduate.pantheonsite.io/academics/core-curriculum/core-curriculum-courses/current-core-list</a>	
UGS 302 or 303	_____
RHE 306	_____
E 316L, M, N or P	_____
GOV 310L	_____
GOV 312L	_____
American History*	_____
American History*	_____
Sci & Tech. Part I*	_____
Sci & Tech. Part I*	_____
Sci & Tech. Part I or II*	_____
Visual & Performing Arts*	_____

Courses to Declare Major	
MAN 101 <small>Freshmen - MAN 101S BHP - MAN 101H Transfer - MAN 101T</small>	_____
B A 101 <small>Freshmen - BA 101S BHP - BA 101H Transfer - BA 101T</small>	_____
ECO 304K - micro <small>(fulfills social science core requirement)</small>	_____
ECO 304L - macro	_____
M 408Q <small>(fulfills math core requirement)</small>	_____
B A 324	_____
STA 235	_____
*Special Note*	
Must <b>complete or be enrolled</b> in B A 324 & STA 235 to Declare Major	

Human Behavior Requirement	
3 hrs ANT, EDP, PSY, or SOC (no statistics courses) _____	
Lower-Division Business Core	
STA 301	_____
MIS 301	_____
ACC 311	_____
ACC 312	_____
Upper-Division Business Core	
O M 235	_____
D S 235	_____
LEB 323	_____
MKT 337	_____
MAN 336	_____
FIN 357	_____

Elective Courses (no PED courses)	
6 hours of Upper-Division Non-Business Elective	Completed hrs: _____
	Remaining hrs: _____
12 hours of Free Elective	Completed hrs: _____
	Remaining hrs: _____
A maximum of four one-semester courses taken on a pass/fail basis may be used toward a business degree; only toward non-business electives and free electives	

Marketing Major Courses	
MKT 360	_____
MKT Elective <small>3-hours Upper-Division</small>	_____
MKT Elective <small>3-hours Upper-Division</small>	_____
MKT Elective <small>3-hours Upper-Division</small>	_____
MKT Elective <small>3-hours Upper-Division</small>	_____
B A 353 <small>(approved internship)</small>	_____
MKT 370	_____

Important Marketing Information
<b>12 hours of Marketing Elective are required and must be chosen from the following:</b>
<ul style="list-style-type: none"> <li>Any upper-division MKT course not already required. Typically MKT 363, MKT 372T, MKT 340S and MKT 178*</li> <li>I B 350</li> </ul>
*A maximum of three hours of MKT 178 may be counted

University Flag Requirements:
<input type="checkbox"/> Writing 1 (BA 324)
<input type="checkbox"/> Writing 2 (MKT 370)
<input type="checkbox"/> Quantitative Reasoning (ACC 311, ACC 312, STA 301 at UT)
<input type="checkbox"/> Cultural Diversity in the U.S. _____
<input type="checkbox"/> Global Cultures _____
<input type="checkbox"/> Ethics (MAN 336/LEB 323 at UT)
<input type="checkbox"/> Independent Inquiry (MKT 370)
Additional info: <a href="http://www.utexas.edu/ugs/flags">http://www.utexas.edu/ugs/flags</a>
** Courses to fulfill flags must be taken at UT Austin and for a letter grade.**

# Advisor Notes

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## **STUDENT RESPONSIBILITY**

While this degree plan is intended to provide you, the student, with accurate information, the final responsibility for knowing and completing degree requirements rests with the student (see Undergraduate Catalog). Please contact an academic advisor with any questions you may have.

## **UT RESIDENCY REQUIREMENTS**

“In residence” refers to courses taken at UT Austin; it does not include credit- by-exam, extension, or distance education courses. All of the following must be completed in residence:

- At least two long semesters or an equivalent period of time.
- A total of 60 hours.
- 24 hours in business, on a letter-grade basis.
- 12 upper-division hours, on a letter-grade basis, from the major coursework.

## **HELPFUL REGISTRATION WEBSITES**

### **UT Student Portal:**

<https://my.utexas.edu>

### **McCombs BBA Advising:**

<https://my.mcombs.utexas.edu/bba/advising/>

### **Major Declaration System:**

[https://utdirect.utexas.edu/business/bba/major/ba\\_majdec.WBX](https://utdirect.utexas.edu/business/bba/major/ba_majdec.WBX)

### **McCombs Petition Form System:**

<https://utdirect.utexas.edu/apps/mcombs/bba/student/advisingPetition/>

### **Interactive Degree Audit System:**

<http://registrar.utexas.edu/students/degrees/ida>

### **Registration:**

<https://utdirect.utexas.edu/registrar/ris.WBX>

### **UT Course Syllabi:**

<https://utdirect.utexas.edu/apps/student/coursedocs/nlogon/>

### **Internship Requirement Page (B A 353):**

<https://my.mcombs.utexas.edu/bba/advising/degree-planning/internship-requirement/>

### **Automated Transfer Equivalency Guide (from Office of Admissions):**

<https://admissions.utexas.edu/apply/transfer-students/transfer-credit-resources/>

**UT Transcripts:** <http://registrar.utexas.edu/students/records>

### **Send non-UT transcripts to:**

The University of Texas at Austin  
Office of Admissions  
P.O. Box 300609  
Austin, TX 78703-8058