

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

2014-2016

(catalog expires August 2022)

MARKETING

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:
<http://www.utexas.edu/ugs/core/requirements/2014-2016>

- UGS 302 or 303 _____
- RHE 306 _____
- E 316L, M, N, or P _____
- GOV 310L _____
- GOV 312L _____
- American History* _____
- American History* _____
- Science & Tech., Part I* _____
- Science & Tech., Part I* _____
- Science & Tech., Part II* _____
- Visual & Performing Arts* _____

Courses to Declare Major

- B A 101** Freshmen - BA 101S
BHP - BA 101H
Transfer - BA 101T _____
- ECO 304K - micro**
(fulfills social science core requirement) _____
- ECO 304L - macro** _____
- M 408K or 408C**
(fulfills math core requirement) _____
- M 408L or 408D** _____

Steps to Declare Major:

- Complete 30 hours of credit, including above courses
- Take care of foreign language deficiency
- Register with BBA Career Services
- Declare major online:
<https://utdirect.utexas.edu/business/students/>

Human Behavior Requirement

3 hrs ANT, PSY, or SOC _____

Undeclared Major Business Core

- ACC 311 _____
- ACC 312 _____
- STA 309 _____
- MIS 301 _____
- B A 324 _____

Declared Major Business Core

- STA 371G _____
- LEB 323 _____
- MAN 336 or OM 335 _____
- MKT 337 _____
- FIN 357 _____

Elective Courses (no PED courses)

6 hours of Upper-Division Non-Business Elective	Completed hrs: _____
	Remaining hrs: _____
4 hours of Non-Business Elective	Completed hrs: _____
	Remaining hrs: _____
7 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 non-business electives and free electives may be taken pass/fail.

Marketing Major Courses

- MKT 460 _____
- Marketing Elective _____
- Marketing Elective _____
- Marketing Elective _____
- IB 350 _____
- BA 353 (approved internship) _____
- MKT 370 _____

Marketing Electives must be chosen from the following:

- MKT 372 - may repeat course number if topics vary
- MKT 338
- MKT 340S - through approved Study Abroad Programs
- MKT 363
- MKT 366P (as long as course is not counting towards the internship requirement)
- MKT 370K

University Flag Requirement:

- Cultural Diversity in the U.S. _____
 - Ethics & Leadership (MAN 336/LEB 323 at UT)
 - Global Cultures _____
 - Independent Inquiry (MKT370)
 - Quantitative (ACC 311, ACC 312, STA 309, or STA 371G at UT)
 - Writing (2 needed: BA 324 & MKT 370)
- Additional info: www.utexas.edu/ugs/core/flags
 ** Courses to fulfill flags must be taken at UT Austin**

Optional Minor (see back)

- Lower-Division _____
- Upper-Division _____
- Upper-Division _____
- Upper-Division _____

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

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.
- 24 of the last 30 hours

SCIENCE & TECHNOLOGY, PART I

Six hours in a single field of study.

The following courses may be counted:

Non-science major courses:

- **Astronomy** 301 and choose one from: 309G, 309L, 309N, 309R, 309S
- **Biology** 301D, 301L, 301M
- **Chemistry** 304K & 305
- **Geological Sciences** 302C, 302D, 302E, 302M, 303C
- **Marine Science** 307, 308
- **Natural Sciences** 306J, 306K, 306L, and 306M (speak with an advisor)
- **Physics & Physical Science** PHY 309K & 309L or P S 303 & 304

Courses for students wanting more technical content (i.e. Pre-Med):

- **Astronomy** 307 and choose one from: 309G, 309L, 309N, 309R, 309S
- **Biology** 311C, 311D, 315H, 325H, 326M, 446L, 365S (Complete one of the following recommended pairs: BIO311C and 311D, BIO 311C and 326M, BIO 311C and 446L, BIO 311C and 365S, BIO 315H and 325H)
- **Chemistry** 301, 301H, 302, 302H (Students should complete one of the following pairs of courses: Chemistry 301 and 302, 301H and 302H)
- **Geological Sciences** 401, 303, 404C, 405 (Only one of the following may be counted: Geological Sciences 401 or 303. Geological Sciences 404C may not be paired with 405)
- **Physics** 301, 302K, 302L, 303K, 303L, 316, 317K, 317L (It is recommended that students complete one of the following pairs of courses: Physics 301 and 316, or 302K and 302L, or 303K and 303L, or 317K and 317L.)

Please review the allowable Science pairings here:

<http://www.utexas.edu/ugs/core/sciencepairings>

Students in the Plan II Honors Program should contact the Plan II office for additional information regarding this requirement.

SCIENCE & TECHNOLOGY, PART II

Three hours in a field of study **different** from the field counted toward Science & Technology Part I.

Courses listed under Science & Technology Part I, may be counted toward this requirement; the following courses may also be counted:

- **Anthropology** 301, 304, 304T
- **Biology** 305E, 305F, 307D, 309D, 309F
- **Computer Sciences** 302, 312
- **Geography** 301C, 301K, 304E
- **Natural Sciences** 306J, 306K, 306L, and 306M (speak with an advisor)
- **Nutrition** 306

AMERICAN HISTORY

Six hours are required; three hours may be in Texas history. The statement “Partially fulfills the legislative requirement in American History” must be included in the description of the course.

The following courses may be counted:

History 314K, 315G, 315K, 315L, 317L, 320L, 320P, 320R, 333L, 333M, 334L, 340S, 345J, 345L, 350R, 351P, 355F, 355M, 355N, 355P, 355S, 356G, 356K, 356P, 356R, 357C, 357D, 365G, 376F

VISUAL & PERFORMING ARTS

One of the following courses:

- **African and African Diaspora Studies** 311C, 356C, 356D, 356E
- **American Studies** 330
- **Architecture** 308, 318K, 318L
- **Art History** 301, 302, 303, 325, 327N, 327R, 327S, 328J, 329J, 329N, 329R, 330G, 331J, 331K, 332K, 332L, 333L, 335J, 337K, 338L, 338M, 339J, 339K, 339L, 339M, 339P, 341K, 341L, 342J, 345J, 346L, 347K, 347L, 347M, 347N, 349K
- **Classical Civilization** 301, 302, 303, 307C, 307D
- **Core Texts and Ideas** 350, 351
- **Design** 308
- **English** 321P, 379P
- **Fine Arts** 308, 311, 330, 331, 332, 333
- **Music** 302L, 303M, 306M, 307, 313, 334
- **Philosophy** 317K, 346
- **Radio-Television-Film** 305, 314, 316
- **Theatre and Dance** 301, 317C, 317D

CRITERIA FOR THE OPTIONAL MINOR

- Students may complete one minor. The minor may be business or non-business.
- Twelve hours in a single field with at least nine hours being upper-division.
- The Internship course may not be counted toward the minor.
- Six of the hours for the minor must be taken in-residence.
- Courses for a minor must be taken on a letter-grade basis unless they are only offered on a pass/fail basis.
- Students must meet the prerequisites and other department restrictions placed on courses for the minor.
- Speak with your academic advisor for more details about the minor.

HELPFUL REGISTRATION WEBSITES

McCombs BBA Advising: <http://www.mcombs.utexas.edu/bba/advising>

McCombs Web Applications:

<https://utdirect.utexas.edu/business/students/index.WBX>

Interactive Degree Audit System:

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

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

Student Testing Services:

<http://ctl.utexas.edu/programs-and-services/student-testing-services>

Automated Transfer Equivalency Guide (from Office of Admissions):

<http://www.utexas.edu/student/admissions/ate/>