# Marketing

**2012-2014**

(catalog expires August 2020)

**Students Name:** ____________________________________________  
**Advisor:** ____________________________

**UTEID:** ___________________  
**Date:** ________________________  
**Cell Phone:** __________________

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.*

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### 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/2012-2014](http://www.utexas.edu/ugs/core/requirements/2012-2014)*

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

### Human Behavior Requirement

3 hrs ANT, PSY, or SOC ______

### Lower-Division Business Core

- ACC 311 ______
- ACC 312 ______
- STA 309 ______
- MIS 301 ______

### Upper-Division Business Core

- B A 324 (W) ______
- STA 371G ______
- LEB 323 ______
- MAN 336 or O M 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: ______

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**University Flag Requirements**

- Ethics & Leadership  
  MAN 336 or LEB 323 at UT  
- Quantitative  
  ACC 311, ACC 312, STA 309, or STA 371G at UT  
- Cultural Diversity in the US ______  
- Writing (2 Courses Needed)  
  B A 324 & MKT 370 at UT  

Additional info: [www.utexas.edu/ugs/core/flags](http://www.utexas.edu/ugs/core/flags)

**Courses to fulfill flags should be taken at UT Austin**

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**Marketing Major Courses**

- IB 350 ______
- MKT 460 ______
- MKT 353 (approved internship) ______
- MKT 370 (W) ______
- Marketing Elective ______
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- Marketing Elective ______

Marketing Electives must be chosen from the following:

- MKT 372 - may repeat course number if topics vary  
- MKT 338  
- MKT 3405 - through approved Study Abroad Programs  
- MKT 363  
- MKT 366P (as long as course is not counting towards the internship requirement)  
- MKT 370K

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**Optional Minor** (see back)

- Lower-Division ______
- Upper-Division ______
- Lower-Division ______
- Upper-Division ______

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**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/](https://utdirect.utexas.utexas.edu/business/students/)

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**COURSES MUST BE TAKEN FOR A GRADE UNLESS OTHERWISE INDICATED.**

**CONSULT THE COURSE SCHEDULE & UNDERGRADUATE CATALOG FOR PREREQUISITES.**

120 hours minimum for BBA
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.

SCIENCE & TECHNOLOGY, PART I

Six hours in a single field of study.

The following courses may be counted:

- Astronomy 301, 309, 309L, 309N, 309Q, 309R, 309S, 309T
- Biology 301D, 301L, 301M
- Chemistry 304K, 305
- Marine Science 307, 308
- Natural Sciences 306L, 306K, 306L, and 306M (speak with an advisor)
- Physics & Physical Science PHY 309K & 309L or P S 303 & 304

Additional courses for students wanting more technical courses (i.e. Pre-Med):
- Astronomy 302, 303, 307 (Only one of Astronomy 301, 302, 303, or 307 may be counted. Astronomy 309Q may not be paired with 309N or 309R.)
- Biology 311C, 311D, 315H, 325H (It is recommended that students complete one of the following pairs of courses: Biology 311C and 311D, or Biology 315H and 325H.)
- Chemistry 301, 302, 301H, 302H, 314N (It is recommended that students complete one of the following pairs of courses: Chemistry 301 and 302, or 301H and 302H.)
- Geological Sciences 401, 303, 404C, 405, 305E, 420H (Only one of Geological Sciences 401, 303, or 420H may be counted. 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.)

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
- Biology 301C, 305E, 305F, 406D, 307D, 309D, 309F
- Computer Sciences 302, 307, 312
- Electrical Engineering 302, 306
- Geography 301C, 301K, 304E
- Natural Sciences 306I, 306K, 306L, or 306M (speak with an advisor)

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:

VISUAL & PERFORMING ARTS

One of the following courses:

- American Studies 330
- Architecture 308, 318K, 318L
- Classical Civilization 301, 302, 303, 307C, 307D, 317
- Core Texts and Ideas 350, 351
- Fine Arts 310
- Philosophy 317K, 346
- Radio-Television-Film 305, 314, 316
- Studio Art 320K, 320L
- Theatre and Dance 301, 302T, 303, 317C, 317D
- Visual Art Studies 320

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.
- One core business course or one basic education course may be used toward the minor. 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.

Helpful Registration Websites

McCombs BBA Advising: http://www.mccombs.utexas.edu/bba/advising

McCombs Web Applications: https://utdirect.utexas.edu/business/students/index.WBX

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

Student Testing Services: http://ctl.utexas.edu/programs-and-services/student-testing-services

Transfer Equivalency Guide (from Office of Admissions): http://www.utexas.edu/student/admissions/ate/