**MARKETING**

**Student Name:** __________________________  **Advisor:** __________________________

**UT EID:** __________________________  **Date:** __________________________

**Expected Grad:** __________________________

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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/2014-2016](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*

### 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

### Declared Major Business Core

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

### Undeclared Major Business Core

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

### 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.

**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 317G at UT) ____________
- Writing (2 needed: BA 324 & MKT 370) ____________

**Optional Minor (see back)**

- Lower-Division ____________
- Upper-Division ____________
MARKETING

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 Student Responsibility).

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
  - Physics & Physical Science PHY 309K & 309L or P S 303 & 304

- Courses for students wanting more technical content (i.e. Pre-Med):
  - Biology 311C, 311D, 315H, 325, 326M, 446L, 365S
  - Chemistry 301, 301H, 302, 302H
  - Geological Sciences 401, 303, 404C, 40S
  - Physics 301, 302K, 302L, 303K, 303L, 316, 317K, 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, 301L, 304E
- 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:


VISUAL & PERFORMING ARTS

One of the following courses:

- American Studies 330
- Architecture 308, 318K, 318L
- 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
- Philosophy 317K, 346
- Radio-Television-Film 305, 314, 316
- Theatre and Dance 301, 317C, 317D

CRITERIA FOR THE OPTIONAL MINOR

- Students must 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.
- 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.mccombs.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