

# BBA in Marketing

BBA in marketing graduates acquire the knowledge, skills, and abilities to pursue careers in both specialized marketing careers such as marketing research, sales, advertising, and more general administrative and managerial roles across many industries. Our graduates develop the analytical skills necessary to turn raw data into useful information and then use the information to make sound business decisions.

## Marketable Skills

Students develop the following marketable skills:

- Communication: Reach mutual understanding through effective exchange of information, ideas, and feelings
- Critical thinking: Analyze and evaluate issues in order to solve problems and develop informed opinions
- Global awareness: Understand and appreciate people, cultures, and ideas from around the world that impact our community
- Problem-solving: Find solutions to difficult or complex issues
- Research: Be able to search, investigate and critically analyze information in response to a specific research question
- Social responsibility: Act ethically and responsibly for the benefit of society and the public good

Additionally, students will gain creativity and strategic thinking.

## Degree Plan

To view the degree plan for this program, please click here. (<http://degreeplans.utep.edu/DegreePlan.aspx?Catalog=201610&Program=BBA-MKT&Major1=MKT&Minor1=0001&Concentration1=0001>)

Code	Title	Hours
<b>Business Designated Core (All courses require a C or better.)</b>		
Complete the Business Designated Core requirements. (p. 4)		
<b>University Core Curriculum</b>		
Complete the University Core Curriculum requirements. (p. 5)		42
<b>Business Foundation (All courses require a C or better.)</b>		
Required Courses:		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
ECON 2304	Principles of Microeconomics	3
QMB 2301	Business Stats & Analytics I	3
Math Elective:		
Select one of the following:		3-4
MATH 1411	Calculus I	
MATH 2301	Math for Social Sciences II	
<b>Business Core</b>		
Required Courses:		
BLAW 3301	Legal Environment of Business	3
BUSN 3304	Global Business Environment	3
or BUSN 3305	Global Busn Environ-Study Away	
FIN 3310	Business Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MGMT 4300	Strategic Management	3
MKT 3300	Principles of Marketing	3
OSCM 3321	Production/Operations Mgmt	3
QMB 3301	Business Stats & Analytics II	3
ECON 3310	Managerial Economics <sup>C</sup>	3
or ECON 3320	Money and Banking	
<b>Marketing Major</b>		
Required Courses:		
MKT 3302	Consumer Behavior	3
MKT 3350	Marketing Metrics	3

MKT 4301	Marketing Research	3
MKT 4395	Strategic Marketing Management	3
Select twelve hours of upper division MKT from the following:		12
MKT 3320	Advertising & Sales Promotion	
MKT 3330	Intro to Marketing Analytics	
MKT 4304	Social Media Marketing	
MKT 4305	Selling and Sales Management	
MKT 4307	Multi-Cultural Marketing	
MKT 4310	Principles of Retailing	
MKT 4325	International Marketing	
MKT 4330	Advanced Marketing Analytics	
MKT 4335	Marketing Projects	
MKT 4350	Brand Management	
MKT 4391	Services Marketing	
MKT 4396	Marketing Internship	
MKT 4398	Independent Study In Marketing	
MKT 4399	Current Topics In Marketing	

**Minor**

Select a Business minor or certificate	12
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**Total Hours****120-121****C**

Course requires a C or better

**Upper Division Business Courses**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
ACCT 3320	Accounting Systems	3
ACCT 3322	Intermediate Accounting II	3
ACCT 3327	Fed Income Tax - Individuals	3
ACCT 4304	Auditing Principles/Procedures	3
ACCT 4396	Internship	3
ACCT 4398	Independent Study in Acct	3
ACCT 4399	Current Concepts in Accounting	3
BLAW 3301	Legal Environment of Business	3
BLAW 4391	Business Law	3
BUSN 3304	Global Business Environment	3
BUSN 4394	Spec Top in Intnat'l Business	3
BUSN 3334A		1.5
BUSN 4395B	Special Topics in Business Lab	1.5
CIS 3301	Intro to Data Process & Prog	3
CIS 3325	Adv Microcomp Bus Applications	3
CIS 3340	Org Impact-Information Tech	3
CIS 3345	Management Information Systems	3
CIS 3350	Sys. Anal. & Des. for Bus. Ana	3
CIS 4320	Advanced Programming	3
CIS 4330	Expert Sys & Decision Sup Sys	3
CIS 4365	Database Management	3
CIS 4368	Advanced Database Management	3
CIS 4370	Data Comm. & Network Manag.	3
CIS 4375	Intro to Electronic Commerce	3
CIS 4385	Info Sec. & Cybers. Analytics	3
CIS 4396	Intern. in Info Sys & Busn An.	3
CIS 4398	Independent Study (CIS)	3

CIS 4399	Current Top. in Bus Anal. & IS	3
ECON 3302	Intermed Macroeconomic Theory	3
ECON 3303	Intermed Microeconomic Theory	3
ECON 3310	Managerial Economics	3
ECON 3320	Money and Banking	3
ECON 3325	Public Choice	3
ECON 3334		3
ECON 3335	Urban Economics	3
ECON 3351		3
ECON 3366		3
ECON 3367		3
ECON 3372	Mathematical Economics	3
ECON 3373	Introduction to Econometrics	3
ECON 3380	History of Economic Thought	3
ECON 4312	Current Issues in Banking	3
ECON 4325	International Economics	3
ECON 4330	Public Sector Economics	3
ECON 4335	Economics & Law	3
ECON 4340		3
ECON 4368		3
ECON 4398	Independent Study in Economics	3
ECON 4399	Current Topics in Econ	3
FIN 3310	Business Finance	3
FIN 3315	Investments	3
FIN 3317	Principles of Insurance	3
FIN 3321	Real Estate Finance & Investmt	3
FIN 3325	Money & Capital Markets	3
FIN 3330	Finance for Entrepreneurs	3
FIN 3350	Personal Financial Planning	3
FIN 4310	Managerial Finance	3
FIN 4311	Bank Management	3
FIN 4312	Current Issues in Banking	3
FIN 4315	Portfolio Analysis	3
FIN 4316	Analysis of Derivatives	3
FIN 4318	Fin Anal of Firm & Valuation	3
FIN 4324		3
FIN 4325	International Finance	3
FIN 4328	Central Banking	3
FIN 4396	Internship in Finance	3
FIN 4398	Independent Study In Finance	3
FIN 4399	Current Topics in Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha <sup>C</sup>	3
MGMT 3304	Organization Development <sup>C</sup>	3
MGMT 3306	Entrepreneurship <sup>C</sup>	3
MGMT 3310	Creativity and Innovation <sup>C</sup>	3
MGMT 3311	Intro to Human Resource Mgmt <sup>C</sup>	3
MGMT 3314	Human Resource Info Systems	3
MGMT 3315	Employee and Labor Relations <sup>C</sup>	3
MGMT 3320	Small Business Management <sup>C</sup>	3
MGMT 4300	Strategic Management	3
MGMT 4304	Human Resource Training/Develp	3
MGMT 4306	Franchising	3

MGMT 4315	Human Resource Staffing/Plan	3
MGMT 4320	Corporate Entrepreneurship	3
MGMT 4325	International Management	3
MGMT 4337	Compensation/Employee Benefits	3
MGMT 4396	Internship in Management	3
MGMT 4398	Independent Study in Management	3
MGMT 4399	Current Topics in Management	3
MKT 3300	Principles of Marketing	3
MKT 3320	Advertising & Sales Promotion	3
MKT 4304	Social Media Marketing	3
MKT 4305	Selling and Sales Management	3
MKT 4307	Multi-Cultural Marketing	3
MKT 4310	Principles of Retailing	3
MKT 4391	Services Marketing	3
MKT 4396	Marketing Internship	3
MKT 4398	Independent Study In Marketing	3
MKT 4399	Current Topics In Marketing	3
OSCM 3321	Production/Operations Mgmt	3
OSCM 3322	Adv Production/Operations Mgmt	3
OSCM 3322A	Adv Prod/Oper Mgmt Lab	1.5
OSCM 3333A	Prod Planning & Control Lab	1.5
OSCM 3334A		1.5
OSCM 3331	Service Operations Management	3
OSCM 3333	Production Planning & Control	3
OSCM 3335	Project Management	3
OSCM 3336	Inventory Management	3
OSCM 3337	Logistics Management	3
OSCM 3339	Quality Planning and Control	3
OSCM 3390	Internship-Prod/Oper Mgmt	3
OSCM 4315	Purchasing & Supply Management	3
OSCM 4371	Trans & Warehousing Sys	3
OSCM 4375	Oper Mdl for Supply Chain Mgmt	3
OSCM 4398	Independent Study in POM	3
QMB 3301	Business Stats & Analytics II	3

**C**

Course requires a C or better

## Business Designated Core

Although the UTEP choice is larger, these choices satisfy the requirements of both the core and the major.

All courses listed within this degree require a grade of C or better for successful completion.

Code	Title	Hours
<b>Mathematics</b>		
Select one of the following:		
MATH 1411	Calculus I	
MATH 1320	Math for Social Sciences I	
MATH 1508	Precalculus	
<b>Social and Behavioral Sciences</b>		
Required:		
ECON 2303	Principles of Macroeconomics	3

The following additional courses are also recommended:

COMM 1302	Business/Profession Comm
MATH 1320	Math for Social Sciences I
PHIL 2306	Ethics

## University Core Curriculum

The department may make specific suggestions for courses which are most applicable towards your major.

All courses require a C or better

### I. Communication (six hours)

Code	Title	Hours
The objective of the communication component is to enable the student to communicate effectively in clear and correct prose or orally in a style appropriate to the subject, occasion, and audience.		
Select six hours of the following:		
For students whose secondary education was in English:		6
COMM 1611	Written and Oral Communication	
ENGL 1313	Writing About Literature	
RWS 1301	Rhetoric & Composition I	
RWS 1302	Rhetoric & Composition 2	
RWS 1601	Rhetoric, Composition & Comm	
For students whose secondary education was not in English:		
ESOL 1311	Expos Engl Compos-Spkr Esl	
ESOL 1312	Res & Crit Writng Spkr Esl	
<b>Total Hours</b>		<b>6</b>

### II. American History (six hours)

Code	Title	Hours
The objectives of the history component are to expand students' knowledge of the origin and history of the U.S., their comprehension of the past and current role of the U.S. in the world, and their ability to critically evaluate and analyze historical evidence. U.S. history courses (three hours must be Texas history) include:		
HIST 1301	History of U.S. to 1865	3
HIST 1302	History of U.S. Since 1865	3
<b>Total Hours</b>		<b>6</b>

### III. Language, Philosophy & Culture (three hours)

Code	Title	Hours
The objective of the humanities component is to expand students' knowledge of the human condition and human cultures, especially in relation to behaviors, ideas, and values expressed in works of human imagination and thought. Through study in disciplines such as literature and philosophy, students engage in critical analysis and develop an appreciation of the humanities as fundamental to the health and survival of any society.		
Select one of the following:		3
AFST 2300	Intro-African Amer Studies	
CHIC 2302	Latina/o Presence in the U.S.	
ENGL 2311	English Literature	
ENGL 2312	English Literature	
ENGL 2313	Intro to American Fiction	
ENGL 2314	Intro to American Drama	
ENGL 2318	Intro to American Poetry	
FREN 2322	Making of the "Other" Americas	
HIST 2301	World History to 1500	
HIST 2302	World History Since 1500	
PHIL 1301	Introduction to Philosophy	
PHIL 2306	Ethics	

RS 1301	Introduct to Religious Studies
SPAN 2340	Seeing & Naming: Conversations
WS 2300	Introduction to Womens Studies
WS 2350	Global Feminisms

**Total Hours** **3**

#### IV. Mathematics (three hours)

Code	Title	Hours
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The objective of the mathematics component is to develop a quantitatively literate college graduate. Every college graduate should be able to apply basic mathematical tools in the solution of real-world problems.

Select one of the following: 3

MATH 1309	College Algebra
MATH 1310	Trigonometry and Conics
MATH 1319	Math in the Modern World
MATH 1320	Math for Social Sciences I
MATH 1411	Calculus I
MATH 1508	Precalculus <sup>1,2</sup>
MATH 2301	Math for Social Sciences II
STAT 1380	Statistical Literacy
STAT 2480	Elementary Statistical Methods

1 A higher-level course in the calculus sequence can be substituted.

2 TCCN MATH 1314 will also satisfy this requirement.

**Total Hours** **3**

#### V. Life & Physical Sciences (six hours)

Code	Title	Hours
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The objective of the study of the natural sciences is to enable the student to understand, construct, and evaluate relationships in the natural sciences, and to enable the student to understand the bases for building and testing theories. The courses listed are for non-majors; the major courses in the discipline can be substituted for the non-major sequence. A minimum of two semesters of lecture and one semester of laboratory associated with one of the courses, or two semesters of combined (3 credit) lecture-laboratory courses (Only six hours apply toward the required 42.):

Select one of the following: 1-4

ASTR 1107	Astronomy Lab I
ASTR 1307	Elem Astronomy-Solar System
ASTR 1308	Elem Astr Stars & Galaxies
BIOL 1103	Introductory Biology Lab
BIOL 1104	Human Biology Laboratory
BIOL 1107	Topics in Study of Life I
BIOL 1108	Organismal Biology Laboratory
BIOL 1203	Introductory Biology
BIOL 1304	Human Biology
BIOL 1305	General Biology
BIOL 1306	Organismal Biology
BIOL 2111	Human Anat/Physio Lab I
BIOL 2113	Human Anat/Physio Lab II
BIOL 2311	Human Anat/Physiology I
BIOL 2313	Human Anat/Physiology II
CHEM 1105	Laboratory for CHEM 1305
CHEM 1106	Laboratory for CHEM 1306
CHEM 1107	Intro General Chemistry Lab
CHEM 1108	Intro Organic & Biochem Lab
CHEM 1305	General Chemistry
CHEM 1306	General Chemistry

CHEM 1307	Intro to General Chemistry
CHEM 1308	Intro Organic & Biochemistry
ESCI 1101	Environmental Sci. Lab
ESCI 1102	Non-major Lab for ESCI 1301
ESCI 1202	Intro to Environment Science 2
ESCI 1301	Intro to Environmental Sci
GEOG 1106	Laboratory for GEOG 1306
GEOG 1306	Physical Geography
GEOL 1103	Lab for GEOL 1313
GEOL 1104	Lab for GEOL 1314
GEOL 1111	Principles of Earth Sci - Lab
GEOL 1112	Laboratory for Geology 1212
GEOL 1211	Principles of Earth Sciences
GEOL 1212	Principles of Earth Science
GEOL 1230	The Blue Planet
GEOL 1231	Natural Hazards
GEOL 1313	Intro to Physical Geology
GEOL 1314	Intro to Historical Geol
HSCI 2302	Fundamentals of Nutrition
HSCI 2303	Wellness Dynamics
MICR 2330	Microorganisms and Disease
PHYS 1403	General Physics I
PHYS 1404	General Physics II
PHYS 2120	Laboratory for PHYS 2320
PHYS 2121	Laboratory for PHYS 2321
PHYS 2320	Introductory Mechanics
PHYS 2321	Introductory Electromagnetism

**Total Hours** 6

## VI. Political Science (six hours)

Code	Title	Hours
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The objectives of the political science component are to expand students' knowledge of the origin and evolution of the U.S. and Texas political systems, focusing on the growth of political institutions, and on the constitutions of Texas and the United States; and to enhance their understanding of federalism, states rights, and individual civil liberties, rights, and responsibilities.

Required Courses:

POLS 2310	Introduction to Politics	3
POLS 2311	American Gover & Politics	3

**Total Hours** 6

## VII. Social and Behavioral Sciences (three hours)

Code	Title	Hours
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The objective of the social and behavioral science component is to increase students' knowledge of how social and behavioral scientists discover, describe, and explain the behaviors and interactions among individuals, groups, institutions, events, and ideas. Such knowledge will better equip students to understand themselves and the roles they play in addressing the issues facing humanity.

Select one of the following: 3

ANTH 1301	Intro-Phys Anth/Archeolog
ANTH 1302	Intro-Cultural Anthropology
ANTH 1310	Cultural Geography
ANTH 2320	Intro to Linguistics
CE 2326	Econ for Engrs & Scientists
ASIA 2300	Asian American Studies
COMM 2350	Interpersonal Communication
COMM 2372	Mass Media and Society

ECON 2303	Principles of Macroeconomics
ECON 2304	Principles of Microeconomics
EDPC 1301	Introduction to Ed Psychology
EDU 1342	Action Research in Classrooms
ENGL 2320	Introduction to Linguistics
GEOG 1310	Cultural Geography
LEAD 2300	Community Service
LING 2320	An Intro. to Linguistics
LING 2340	Lang. Inside & Out: Sel Topics
PSYC 1301	Introduction to Psychology
SOCI 1301	Introduction to Sociology
SOCI 1310	Cultural Geography

**Total Hours** **3**

### VIII. Creative Arts (three hours)

Code	Title	Hours
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The objective of the visual and performing arts component is to expand students' knowledge and appreciation of the human imagination as expressed through works of visual art, dance, music, theatre and film. Through study in these disciplines, students will form aesthetic judgments and develop an appreciation of the arts as fundamental to the health and survival of any society.

Select one of the following: 3

ART 1300	Art Appreciation
ARTH 1305	History of Art I
ARTH 1306	History of Art II
CHIC 1311	Chicana/o Fine Arts Appreciat
DANC 1304	Dance Appreciation
FILM 1390	Intro-Art of Motion Pict.
MUSL 1324	Music Appreciation
MUSL 1327	Jazz to Rock
MUSL 2321	Music, Culture, and Society
THEA 1313	Introduction to Theatre

**Total Hours** **3**

### IX. Component Area Option (six hours)

Code	Title	Hours
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The objective of the institutionally designated option component is to develop the critical thinking skills and academic tools required to be an effective learner. Special emphasis is placed on the use of technology in problem-solving, communications, and knowledge acquisition.

Select two of the following: 6

BUSN 1301	Intro to Global Business
COMM 1301	Public Speaking
COMM 1302	Business/Profession Comm
CS 1310	Intro-Computational Thinking
CS 1320	Computer Programming Sci/Engr
EL 1301	Eng Innovation and Leadership
LEAD 1300	Introduction to Leadership
SCI 1301	Inquiry in Math & Science
UNIV 1301	Seminar/Critical Inquiry

**Total Hours** **6**

### 4-Year Sample Degree Plan

Code	Title	Hours
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**BBA IN MARKETING**

**FRESHMAN**

**Fall**

BUSN 1301	Intro to Global Business	3
MATH 1320	Math for Social Sciences I	3
PHIL 2306	Ethics	3
RWS 1301	Rhetoric & Composition I	3
Creative Arts Block		3
<b>Spring</b>		
ACCT 2301	Principles of Accounting I	3
ECON 2303	Principles of Macroeconomics	3
HIST 1301	History of U.S. to 1865	3
RWS 1302	Rhetoric & Composition 2	3
Life and Physical Science + Lab Block		3
<b>SOPHOMORE</b>		
<b>Fall</b>		
ACCT 2302	Principles of Accounting II	3
ECON 2304	Principles of Microeconomics	3
HIST 1302	History of U.S. Since 1865	3
POLS 2310	Introduction to Politics	3
Life and Physical Science + Lab Block		3
<b>Spring</b>		
BLAW 3301	Legal Environment of Business	3
COMM 1302	Business/Profession Comm	3
MATH 2301	Math for Social Sciences II	3
QMB 2301	Business Stats & Analytics I	3
POLS 2311	American Gover & Politics	3
<b>JUNIOR</b>		
<b>Fall</b>		
BUSN 3304 or BUSN 3305	Global Business Environment Global Busn Environ-Study Away	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MKT 3300	Principles of Marketing	3
QMB 3301	Business Stats & Analytics II	3
OSCM 3321	Production/Operations Mgmt	3
<b>Spring</b>		
ECON 3310	Managerial Economics	3
FIN 3310	Business Finance	3
MKT 3302	Consumer Behavior	3
MKT 4301	Marketing Research	3
Minor Class		3
<b>SENIOR</b>		
<b>Fall</b>		
MKT Elective		3
MKT Elective		3
MKT Elective		3
Minor Class		3
Minor Class		3
<b>Spring</b>		
MGMT 4300	Strategic Management	3
MKT 4395	Strategic Marketing Managment	3
MKT Elective		3
MKT Elective		3

Minor Class

3

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**Total Hours**

**120**