

Bachelor of Business Administration in Marketing (120 hours)

This is a recommended course sequence based on the UHD 2023-24 Undergraduate Catalog for a degree in Marketing which equips students to become successful marketing professionals. Courses with asterisks (*) indicate Common Core courses.

First Year					
Semester 1			Semester 2		
	Hours	Grade		Hours	Grade
ENG 1301 (010)	3		ENG 1302 (010)	3	
MATH 1324 ^ (020)	3		Creative Arts (050)	3	
Life & Physical Science (030)	3		HIST 1306 (070)	3	
HIST 1305 (060)	3		Life & Physical Science (030)	3	
Component Area Option (090)	3		Component Area Option (090)	3	
Total Hours	15		Total Hours	15	
Second Year					
Semester 1			Semester 2		
	Hours	Grade		Hours	Grade
Language, Philosophy & Culture (040)	3		Social & Behavioral Science (080)	3	
ACC 2301	3		POLS 2306 (070)	3	
POLS 2305 (070)	3		ACC 2302	3	
ECO 2301	3		ECO 2302	3	
BA 1301	3		STAT 2305	3	
Total Hours	15		Total Hours	15	
Third Year					
Semester 1			Semester 2		
	Hours	Grade		Hours	Grade
BA 3300	3		MIS 3302	3	
BA 3301	3		FIN 3302	3	
MIS 1305	3		MKT 3305	3	
MKT 3301	3		BA 3350	3	
MGT 3301	3		MKT 3308	3	
Total Hours	15		Total Hours	15	
Fourth Year					
Semester 1			Semester 2		
	Hours	Grade		Hours	Grade
MKT 4305	3		MKT 4309	3	
MKT 4306	3		MKT Elective	3	
MKT Elective	3		MKT Elective	3	
MKT Elective	3		MKT Elective	3	
MGT 3332	3		MGT 4302	3	
Total Hours	15		Total Hours	15	

15 to Finish

Fall: 15 hours • Spring: 15 hours

30 in 3

Fall: 12 hours • Spring: 12 hours • Summer: 6 hours