

Bachelor of Business Administration in Marketing

H-E-B School of Business and Administration

PROGRAM OVERVIEW

The Bachelor of Business Administration (B.B.A.) in Marketing at the H-E-B School of Business and Administration prepares students to apply marketing concepts and tools in a dynamic problem-solving context.

The B.B.A. in Marketing is a 120-hour program that prepares graduates to assume managerial responsibilities in the broad field of marketing disciplines, such as advertising, digital media marketing, brand management, consumer behavior, marketing management, market research, not-for-profit marketing, retailing, sales and services marketing. Furthermore, the marketing department aims to provide experiential learning opportunities to students in and outside the classroom. In class, students will be exposed to various semester projects to put into practice concepts and theories. Outside the classroom, students can join MARK. This active student-led marketing organization complements the marketing curriculum with various application activities and networking opportunities.

The B.B.A. degree program offers a comprehensive and contemporary business education readying students to succeed in various fields. The business degree program also creates a strong foundation for developing field specializations. In addition to providing the technical skills necessary for a professional-level position, the ethical considerations of business are also emphasized. Rooted in the Mission of the University, the B.B.A. degree program prepares students to be principled leaders.

PREREQUISITES AND COURSES

The requirements for admission to the B.B.A. in Business Marketing program are the same as the requirements for admission to the University of the Incarnate Word.

QUICK FACTS

- 120-hour degree program
- Business programs in the H-E-B School of Business and Administration are accredited by the Accreditation Council for Business Schools and Programs.
- The University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges.
- Students are encouraged to join MARK, a student-led marketing club at UIW, to further their understanding and working knowledge of their chosen field. Meetings and events sponsored by the club allow students to put into practice the skills learned in the classroom while growing a professional network.

CONTACT

UIW Admissions
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Marketing



B.B.A. in Marketing

FRESHMAN YEAR

Fall

FYES 1211: First Year Experience Seminar (2 hours)
 MATH 1304: College Algebra (3 hours)
 ENGL 1311: Composition I (3 hours)
 PHIL 1381: Introduction to Philosophy (3 hours)
 ECON 2301: Principles of Macroeconomics* (3 hours)
 PEHP PE Activity (1 hour)

Total Hours: 15

Spring

ENGL 1312: Composition II (3 hours)
 ECON 2302: Principles of Microeconomics (3 hours)
 ACCT 2311: Principles of Accounting I (3 hours)
 HIST 1311 or 1321 (3 hours)
 Fine Arts** (3 hours)

Total Hours: 15

SOPHOMORE YEAR

Fall

ENGL 2310: World Literature Studies (3 hours)
 ACCT 2312: Principles of Accounting II (3 hours)
 BMGT 3370: Business Statistics (3 hours)
 RELS 1305, 1315, 1325 or 1335 (3 hours)
 MIS 2321: Introduction to Information Systems
 (3 hours)

Total Hours: 15

Spring

BMGT 3371: Management Science (3 hours)
 BMKT 3331: Principles of Marketing (3 hours)
 RELS/PHIL*** (3 hours)
 Science with Lab**** (4 hours)
 MIS 2325: Information Management Applications
 (3 hours)

Total Hours: 16

JUNIOR YEAR

Fall

BMGT 3340: Mgmt. Theory and Practice (3 hours)
 Modern Language I (3 hours)
 BMKT 3377: Consumer Behavior (3 hours)
 BLAW 3317: Business Law (3 hours)
 BMKT Marketing Concentration Elective (3 hours)

Total Hours: 15

Spring

BFIN 3321: Principles of Financial Mgmt. (3 hours)
 BINT 3331: International Business Management
 (3 hours)
 Modern Language II (3 hours)
 BMKT Marketing Concentration Elective (3 hours)
 General Elective (3 hours)

Total Hours: 15

SENIOR YEAR

Fall

BMKT 4375: Market Research (3 hours)
 BMGT 4380: Integ. Bus. Analysis/Dec. Making I (3 hours)
 BMKT Marketing Concentration Elective (3 hours)
 General Elective (3 hours)
 General Elective (3 hours)

Total Hours: 15

Spring

BMGT 4381: Integ. Bus. Analysis/Dec. Making II
 (3 hours)
 BMKT 4390: Marketing Management (3 hours)
 BMKT Marketing Concentration Elective (3 hours)
 General Elective (3 hours)
 General Elective (2 hours)

Total Hours: 14

*Macroeconomics fulfills the Social Science requirement.

**Three hours of a performance or history course in Visual Art, Dance, Music or Theatre.

***Any three-hour advanced religion or advanced philosophy course.

****BIOL 1402/1401, 2321/2121 CHEM 2301/1101 ENSC 1310 GEOL 1401, 1402, 1416, 1417, 2410, 3420, 3430, 3450 PHYS 2305/2105

120 hours needed to complete the B.B.A. with a Marketing concentration.

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