



**Bachelor of Business Administration: Marketing**  
**H-E-B SCHOOL OF BUSINESS & ADMINISTRATION**

Freshman Year: Fall		Hrs.
DWHP 1200 Dimensions of Wellness	2	
MATH 1304 College Algebra	3	
ENGL 1311 Composition I	3	
PHIL 1381 Introduction to Philosophy	3	
ECON 2301 Principles of Macroeconomics	3	
*See Note		
PEHP PE Activity	1	
<b>Total hours</b>	<b>15</b>	
Sophomore Year: Fall		
ENGL 2310 World Literature Studies	3	
ACCT 2312 Principles of Accounting II	3	
BMGT 3370 Business Statistics	3	
RELS Religion 1305, 1315, 1325, or 1335	3	
MIS 2321 Introduction to Information Systems	3	
<b>Total hours</b>	<b>15</b>	
Junior Year: Fall		
BMGT 3340 Mgmt. Theory and Practice	3	
LANG 1311 Modern Language I	3	
BMKT 3377 Consumer Behavior	3	
BLAW 3317 Business Law	3	
BMKT Marketing Concentration Elective	3	
<b>Total hours</b>	<b>15</b>	
Senior Year: Fall		
BMKT 4375 Market Research	3	
BMGT 4380 Integ. Bus. Analysis/Dec. Making	3	
BMKT Marketing Concentration Elective	3	
General Elective	3	
General Elective	3	
<b>Total hours</b>	<b>15</b>	

Freshman Year: Spring		Hrs.
ENGL 1312 Composition II	3	
ECON 2302 Principles of Microeconomics	3	
ACCT 2311 Principles of Accounting I	3	
HIST History 1312 or 1322	3	
Fine Arts **See note	3	
<b>Total hours</b>	<b>15</b>	
Sophomore Year: Spring		
BMGT 3371 Management Science	3	
BMKT 3331 Principles of Marketing	3	
RELS/PHIL ***See Note	3	
Science with Lab ****See Note	4	
MIS 2325 Information Management Applications	3	
<b>Total hours</b>	<b>16</b>	
Junior Year: Spring		
BFIN 3321 Principles of Financial Management	3	
BINT 3331 International Business Management	3	
LANG 1311 Modern Language II	3	
BMKT Marketing Concentration Elective	3	
General Elective	3	
<b>Total hours</b>	<b>15</b>	
Senior Year: Spring		
BMGT 4381 Integ. Bus. Analysis/Dec. Making II	3	
BMKT 4390 Marketing Management	3	
BMKT Marketing Concentration Elective	3	
General Elective	3	
General Elective (2 Credit Hour)	2	
<b>Total hours</b>	<b>14</b>	

<b>Core Curriculum - Total Hours</b>	<b>40</b>
<b>Major &amp; Concentration - Total Hours</b>	<b>69</b>
<b>General Electives – Total Hours</b>	<b>11</b>
<b>Degree - Total Hours</b>	<b>120</b>

For additional program requirements, go to: <http://uiw.edu/hebsba/>

\*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 1402.401, 2321/2121 CHEM 2301/1101 ENSC 1410 GEOL 1401, 1402, 1416, 1417, 2410, 3420, 3430, 3450 PHYS 2305/2105

120 hours needed to complete the BBA with Marketing concentration.

\* Courses listed in red are UIW Core Curriculum requirements. These courses are generally offered in the fall, spring, and summer semesters.

\*Courses listed in black are requirements of the major.

\*Courses highlighted in blue require admission to the program.