

PIN:

University of the Incarnate Word Degree Checklist – Marketing

Name:	Advisor:	Degree: Bachelors of Business Administration
PIDM:	Evaluator:	Concentration: Marketing
	Date:	Admit Term:

Bachelors Degree Institutional Requirements: A minimum of 120 hours required for graduation to include: 45 hours of residency, 36 advanced hours (junior/community college* courses will not satisfy), 36 of the last 45 hours from UIW, and 45 clock hours of community service.

University Core Curriculum	Earned	Req.
Academic Literacy (If Required)		
MATH 0320 (no degree credit)		3
Rhetoric (6)		
ENGL 1311 or 1311L Composition I		3
ENGL 1312 Composition II		3
Wellness Development (3)		
DWHP 1200 (3200 Transfer)		2
PE Activity Course		1
Philosophy and Religion (9)		
3 Hrs from: RELS 1305, 1315, 1325, 1335 or 1327H		3
PHIL 1381 Introduction to Philosophy		3
3 Hrs Upper Division RELS/PHIL (3000+)		3
Literature and the Arts (6)		
ENGL 2310 World Literature Studies		3
Fine Arts: 3 Hrs		3
Mathematics and the Natural Sciences (7)		
MATH 1304 or 2303 or higher		3
Science w/ Lab		4
History and the Behavioral Sciences (6)		
3 Hours from: HIST 1311, 1312, 1321, 1322		3
Social Science	in major	
Second Language (6)		
		3
		3
TOTAL CORE:	0	40
**Community Service Requirement		45

*Courses completed at junior/community colleges will not satisfy the advanced hour requirement for the degree.

Grade of C or better required in MATH 1304 and all courses for Major/Minor/Concentration/Specialization.

45 Hours BBA Core	Earned	Req.
ACCT 2311: Principles of Accounting I		3
ACCT 2312: Principles of Accounting II		3
MIS 2321: Intro to Information Systems		3
MIS 2325: Information Mgmt.Application		3
ECON 2301: Principles of Macroeconomics		3
ECON 2302: Principles of Microeconomics		3
BMGT 3370: Business Statistics		3
BMGT 3371: Management Science		3
BINT 3331: International Business Mgmt.		3
BLAW 3317: Business Law I		3
BMKT 3331: Principles of Marketing		3
BMGT 3340: Mgmt Theory & Practice		3
BFIN 3321: Principles of Financial Mgmt.		3
BMGT 4380: Integrative Business Analysis/Decision Making I		3
BMGT 4381: Integrative Business Analysis/Decision Making II		3
TOTAL BBA CORE:	0	45

Marketing Concentration		
9 hrs. of the following required courses:		
BMKT 3377: Consumer Behavior		3
BMKT 4375: Marketing Research		3
BMKT 4390: Marketing Management		3
12 hrs. upper division BMKT electives:		
		3
		3
		3
		3
		3
TOTAL BMKT CONCENTRATION:	0	21

General Electives (14 Hours)		
(As many as needed to reach 120 earned hours)		
		3
		3
		3
		3
		2
TOTAL GENERAL ELECTIVES:	0	14

TOTAL BBA CORE, BMKT, & ELECTIVE HRS:	0	120
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NOTES:

HOLDS CHECK?