



MARKETING

H-E-B School of Business & Administration

Program Overview

The Marketing program is designed for students who plan to assume managerial responsibilities in the broad field of marketing disciplines, such as advertising, brand management, consumer behavior, marketing management, market research, not-for-profit marketing, retailing, sales, social media, and services marketing. Today's dynamic global environment requires not only that Marketing graduates understand the impact of "how and why" consumers buy products and services, but

also that they are aware of and appreciate domestic and global social issues and the role of business in addressing them. UIW graduates understand the importance of being able to apply marketing concepts and tools in a dynamic problem-solving context. Likewise, Marketing students develop the analytical, critical thinking, communication, teamwork, and leadership skills that are needed in the 21st Century marketplace, as well as the ability to think creatively and act ethically to address issues of concern in the ever-changing business world.

Career Opportunities

A career in Marketing offers constant challenge, stimulating problems, the chance to be analytical and creative, the opportunity to work with people, and excellent advancement opportunities. Marketing skills are highly valued as companies and industries face a highly competitive and changing macro-environment. Hence, marketing managers are needed to understand in depth and respond to diverse customer interests and their buying habits. This is what creates customer value, maintains customer satisfaction, and fosters customer loyalty. Successful graduates of the Marketing program can find employment opportunities in small, mid-size, and large companies, doing business in local, regional, national, and international markets. Career paths include the fields of advertising, Integrated Marketing Communications, media planning/buying, social media, market research, e-business, retail, and not-for-profit activities.

Special Programs

Business majors are encouraged to take advantage of the many on-campus student organizations and study abroad opportunities offered through the School of Business. Joining an on-campus organization, such as the Business Club, allows business students to meet one another, seek leadership positions, and network with experienced business faculty and members of the community. International travel gives students the perspective and experiences to become globally aware business leaders.

Contact

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BBA with a Concentration in Marketing Four-Year Degree Plan

First Year			
Fall Semester		Spring Semester	
Course	Hours	Course	Hours
DWHP 1200 Dimensions of Wellness	2	Fine Arts Elective **	3
MATH 1304 College Algebra	3	ENGL 1312 Composition II	3
ENGL 1311 Composition I	3	ECON 2302 Principles of Microeconomics	3
PHIL 1381 Introduction to Philosophy	3	ACCT 2311 Principles of Accounting I	3
ECON 2301 Principles of Macroeconomics *	3	HIST Select from List of History Courses	3
PEHP PE Activity Elective	1		
Total Hours	15	Total Hours	15

Second Year			
Fall Semester		Spring Semester	
Course	Hours	Course	Hours
ENGL 2310 World Literature Studies	3	MIS 2325 Information Management Applications	3
ACCT 2312 Principles of Accounting II	3	BMKT 3331 Principles of Marketing	3
MIS 2321 Introduction to Information Systems	3	RELS/PHIL Religion or Philosophy ***	3
RELS Select from List of Religion Courses	3	Science with Lab ****	4
Second Language I	3	Second Language II	3
Total Hours	15	Total Hours	16

Third Year			
Fall Semester		Spring Semester	
Course	Hours	Course	Hours
BMGT 3340 Management Theory and Practice	3	BFIN 3321 Principles of Financial Management	3
BMGT 3370 Business Statistics	3	BINT 3331 International Business Management	3
BMKT 3377 Consumer Behavior	3	BMGT 3371 Management Science	3
BLAW 3317 Business Law	3	BMKT Select from List of Marketing Courses	3
BMKT Select from List of Marketing Courses	3	General Elective	3
Total Hours	15	Total Hours	15

Fourth Year			
Fall Semester		Spring Semester	
Course	Hours	Course	Hours
BMKT 4375 Market Research	3	BMGT 4381 Integ. Bus. Analysis/Dec. Making II	3
BMGT 4380 Integ. Bus. Analysis/Dec. Making I	3	BMKT 4390 Marketing Management	3
BMKT Select from List of Marketing Courses	3	BMKT Select from List of Marketing Courses	3
General Elective	3	General Elective	3
General Elective	3	General Elective (2 credit hours)	2
Total Hours	15	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 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