

University Core (42 hours)

Please see the UNT catalog or the RCOB Advising and Students Services Office in BLB 110 for specific core requirements.

Pre-Business Requirements (21 hours)

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|-------------------------------------|---------------------------------------|
| ECON 1100 & 1110 (6 hrs) | Principles of Economics |
| MATH 1190 (3 hrs) | Business Calculus |
| BCIS 2610 (3 hrs) | Introduction to Computers in Business |
| ACCT 2010 & 2020 (6 hrs) | Accounting Principles I & II |
| DSCI 2710 (3 hrs) | Data Analysis with Spreadsheets |

Other Requirements

Communication: COMM 1010* Intro to Communication or TECM 2700 Technical Writing

Professional Development:

BUSI 1200
BUSI 3100
MKTG 3881
BUSI 1200 and BUSI 3100 must be completed prior to enrolling in BUSI 4940.

Free Electives (to reach 120 hours; hours may vary)

IMPORTANT NOTICE: *In order to enroll in JR/SR level courses and file a degree plan, students must: complete 45 hours, complete the pre-business requirement courses with minimum grades of C; have a minimum 2.7 pre-business GPA; AND have a minimum 2.0 UNT cumulative GPA.*

Business Foundation Courses (24 hours)

| | |
|---------------------------|-------------------------------------------------|
| BUSI 3660 (3 hrs) | Professional Speaking, Writing and Presentation |
| BLAW 3430 (3 hrs) | Legal and Ethical Environment of Business |
| BCIS 3610 (3 hrs) | Basic Information Systems |
| MKTG 3650 (3 hrs) | Foundations of Marketing Practice |
| DSCI 3710 (3 hrs) | Business Statistics with Spreadsheets |
| FINA 3770 (3 hrs) | Finance |
| MGMT 3720 (3 hrs) | Organizational Behavior |
| BUSI 4940* (3 hrs) | Business Policy |

* Requirements for enrollment in BUSI 4940: completion of all other business foundation courses along with the required Professional Development courses w/C or higher, SR status, and graduating semester.

Professional Field Courses (22 hours)

| | |
|----------------------------|---------------------------------------|
| MKTG 3700 (3 hrs) | Marketing Metrics |
| MKTG 3710^ (3 hrs) | Marketing Research & Analytics |
| LSCM 3960 (3 hrs) | Logistics and Supply Chain Management |
| MKTG 3881 (1 hr) | Personal Professional Development |
| MKTG 4120 (3hr) | Consumer Behavior |
| MKTG 4280 (3 hrs) | Global Marketing Issues and Practices |
| MKTG 4330 (3 hrs) | Product Planning and Brand Management |
| MKTG 4890^^ (3 hrs) | Applied Marketing Problems |

^ **Prerequisite:** DSCI 3710 and MKTG 3700 must be completed with a grade of C or higher.

^^ **Prerequisite:** **MKTG 3650, MKTG 3700, MKTG 3710 and graduating senior status.**

Supporting Field Courses (9 hours)

Select three courses from the following list:

MKTG 3010, MKTG 4600, MKTG 3660, MKTG 4620, LSCM 4360, MKTG 3720, MKTG 4630, LSCM 4530, MKTG 4750, LSCM 4560, MKTG 4800 (internship; recommended), MKTG 4320, MKTG 4810, MKTG 4520

The Department of Marketing and Logistics enforces all prerequisites. Please check the current catalog for all prerequisites.

A grade of "C" or higher is required in all Business Foundation, Professional Field, and Supporting Field courses.

A 2.0 UNT, 2.0 Overall, and 2.0 Professional/Supporting Field GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact the Career Center at 940-565-2105

BBA Marketing

2021-2022 Suggested Curriculum

| YEAR | FALL SEMESTER | HOURS | SPRING SEMESTER | HOURS |
|------------------|---------------------------------------------------------------------------------|-------|-----------------------------------------------------------------------------------------------------|--------------|
| FRESHMAN | English (ENGL 1310)** | 3 | English (TECM 2700 or ENGL 1320)** | 3 |
| | Univ. Core Mathematics (MATH 1180 if required as a prerequisite or MATH 1190)** | 3 | Mathematics (MATH 1190)** | 3 |
| | Life and Physical Science | 3 | Political Science/Government (PSCI 2305 or 2306) | 3 |
| | Political Science/Government (PSCI 2305 or 2306) | 3 | Economics (ECON 1100)** | 3 |
| | Component Area Option (COMM 1010 or BUSI 1340 recommended)** | 3 | Professional Development I (BUSI 1200)* | 1 |
| | | | Intro to Computers in Business (BCIS 2610) | 3 |
| | Total | | 15 | Total |
| SOPHOMORE | Language, Philosophy and Culture | 3 | Life and Physical Science | 3 |
| | American History (HIST 2610) | 3 | Speech (COMM 1010)** or Technical Writing (TECM 2700)** | 3 |
| | Economics (ECON 1110)** | 3 | American History (HIST 2620) | 3 |
| | Accounting (ACCT 2010) | 3 | Accounting (ACCT 2020) | 3 |
| | Creative Arts | 3 | Data Analysis with Spreadsheets (DSCI 2710) | 3 |
| | | | | |
| | Total | | 15 | Total |
| JUNIOR | Basic Information Systems (BCIS 3610)* | 3 | Global Marketing Issues & Practice (MKTG 4280) | 3 |
| | Professional Speaking, Writing and Presentation (BUSI 3660)* | 3 | Legal and Ethical Environment of Business (BLAW 3430)* | 3 |
| | Business Statistics with Spreadsheets (DSCI 3710)* | 3 | Marketing Research & Analytics (MKTG 3710) | 3 |
| | Foundations of Marketing Practice (MKTG 3650)* | 3 | Finance (FINA 3770)* | 3 |
| | Marketing and Metrics (MKTG 3700) | 3 | Supporting Field course (selected from list of approved courses in catalog) | 3 |
| | Professional Development II (BUSI 3100)* | 1 | | |
| | Total | | 16 | Total |
| SENIOR | Consumer Behavior (MKTG 4120) | 3 | Business Policy (BUSI 4940—Capstone) | 3 |
| | Organizational Behavior (MGMT 3720)* | 3 | Supporting Field course (selected from list of approved courses in catalog - MKTG 4800 recommended) | 3 |
| | Product Planning and Brand Management (MKTG 4330) | 3 | Applied Marketing Problems (MKTG 4890) | 3 |
| | Personal Professional Development (MKTG 3881 offered Fall or Spring only) | 1 | Supporting Field course (selected from list of approved courses in catalog) | 3 |
| | Logistics & Supply Chain Management (LSCM 3960) | 3 | Free Elective** | 3 |
| | | | | |
| | Total | | 13 | Total |

*Business Foundation and Professional Development courses must be completed with a grade of C or higher prior to enrolling in BUSI 4940.

** Courses that will fulfill university core and pre-business requirements. Courses used to fulfill both University and College requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives needed.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the Undergraduate Programs Office. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.
- **Before enrolling** in MATH 1190, the correct math placement is required or you must pass the prerequisite math with a grade of C or higher.
- **Bolded courses** are pre-business prerequisites to all JR/SR level business courses and require a grade of C or higher. **Additionally**, completion of all pre-business prerequisite courses with a minimum 2.7 *pre-business GPA* and a minimum 2.0 *UNT cumulative GPA* along with completion of 45 hours are required prior to enrolling in any JR/SR level business course and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, Professional Field varies by major (see advisor), and 2.0 Overall.

Attention: Consult online degree audit for your correct catalog year.

www.cob.unt.edu/undergrad