

BBA in Marketing (52.1401)

This table shows a sample recommended course sequence for this degree based on the UHV 2022-23 Catalog. Students should verify degree requirements and registration plans with an advisor to ensure accuracy. Please note that some degrees and colleges have specific GPA and other requirements. Courses with asterisks (*) indicate Common Core courses.

First Year (Freshman)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
CORE 060: HIST 1301	3	U.S. History I	CORE 060: HIST 1302	3	U.S. History II
CORE 020: MATH 1324	3	Finite Math	CORE 080: ECON 2301	3	Principles of Macroeconomics
CORE 010: ENGL 1301	3	Composition I	CORE 050	3	
CORE 090: COSC 1301	3	Technology and Problem Solving	CORE 010: ENGL 1302	3	Composition II
UNIV 1301	3	First-Year Seminar	CORE 090: SPCH 1321	3	Business and Professional Communication
Total Hours	15		Total Hours	15	
Second Year (Sophomore)					
SEMESTER 1	SCH	ACGM	SEMESTER 2	SCH	ACGM
ACCT 2301	3	Principles of Accounting I	ACCT 2302	3	Principles of Accounting II
ECON 2302	3	Principles of Microeconomics	BUSI 2305	3	Business Statistics
CORE 040	3		CORE 030	3	
CORE 070	3		CORE 070	3	
CORE 030	3		LG2: All UHV Classes	3	
Total Hours	15		Total Hours	15	



		Third Year (Junior)				
SEMESTER 1	SCH	ACGM		SEMESTER 2	SCH	ACGM
COMM 3327	3	Managerial Communication		BUSI 3304	3	Data Analytics and Decision Making
MGMT 3303	3	Principles of Management		MGMT 3304	3	Legal Environment of Business
MKTG 3303	3	Principles of Marketing		MGMT 3306	3	Operations and Supply Chain Management
LG2: All UHV Classes	3			LG2: All UHV Classes	3	
LG2: All UHV Classes	3			LG2: All UHV Classes	3	
Total Hours	15			Total Hours	15	
		Fourth Year (Senior)				
SEMESTER 1	SCH	ACGM		SEMESTER 2	SCH	ACGM
FINC 3304	3	Business Finance		MGMT 4309	3	Strategic Management
MKTG 4313	3	Marketing Research		MKTG 4340	3	Marketing Management
Marketing Elective Group	3			Marketing Elective Group	3	
LG2: All UHV Classes	3			LG2: All UHV Classes	3	
LG2: All UHV Classes	3			LG2: All UHV Classes	3	
Total Hours	15			Total Hours	15	