

# **Unofficial Degree Planning Worksheet**

# *Catalog Year: 2022-2023*

# BS in MARKETING

| This worksheet is designed to help you plan and track your progress toward your degree. It lists all the graduation requirements. For full course descriptions, please refer to the current undergraduate [Catalog](https://www.ut.edu/academics/university-catalogs). | Course Taken or Transferred In | Semester Taken or Course Remaining |
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| **UNIVERSITY GRADUATION REQUIREMENTS** | | |
| Students must earn 124 hours to be eligible for graduation.  Students must maintain an overall GPA of a 2.0 to be eligible for graduation.  Students must complete 31 of the last 35 hours in residency at UT. | | |
| **BACCALAUREATE EXPERIENCE REQUIREMENTS*****Courses used for Baccalaureate Experience may not be used in the major (unless otherwise stated in the catalog).*** | | |
| Two-Year Learning Community | | |
| BAC 100 (0cr) – Digital Skills |  |  |
| BAC/HON 101/102 (2cr) – First-Year Seminar (two semester sequence)  BAC 103 (1cr) – Transfer Student Seminar (one semester course) *- Optional*  BAC 104 (1cr) – Veteran Student Seminar (one semester course) |  |  |
| AWR 101 (4cr) – Writing and Inquiry   * *Domestic Students may be required to take AWR 100 based on English Placement.* * *International Students may be required to take AWR 110 before AWR 101 or AWR 111 in conjunction with AWR 101based on English Placement.* |  |  |
| AWR 201 (4cr) – Writing and Research  *Recommended to take in the second year* |  |  |
| Mathematics – MAT 225 (4cr) – **FULFILLED BY MAJOR** |  |  |
| Natural Science – NS (6 Credits)  ***Must be lecture course, not a lab.*** | | |
| Biological Science (3cr) |  |  |
| Chemical or Physical Science (3cr) |  |  |
| Humanities – HFA (11 Credits) | | |
| * *Must have at least two different disciplines represented.* * *May only apply up to 4 credits of Studio/Performance courses.*   *Courses to fulfill this requirement may be found in the following disciplines: animation, dance, English/literature, film, foreign languages, linguistics, music, new media, philosophy, religion, speech and theatre, plus those art, communication, writing and women’s and gender studies courses so designated in the Course Descriptions section of the catalog.*  ***College of Business Students may use their required Communications Course (SPE 208 or SPE 308) to help meet this requirement.*** |  |  |
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| Social Science – SS (11 Credits) | | |
| * *Must have at least two different disciplines represented.*   *Courses to fulfill this requirement may be found in the following disciplines:* *economics, geography, history, political science, psychology, sociology, and urban studies, plus those communication, criminology, law justice and advocacy, and women’s and gender studies courses so designated in the Course Descriptions section of the catalog.* |  |  |
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| Art/Aesthetic – A (3 Credits)  ***Can come from anywhere in the curriculum.*** | | |
| *Art/aesthetic courses are devoted primarily to the development of skills in human expression for the purpose of engaging the aesthetic sense, or courses devoted primarily to the development of students’ critical appreciation of aesthetics. Courses can be found in multiple disciplines, see Course Search or Catalog to find courses.* |  |  |
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| Non-Western and International/Global Awareness – NW/IG (9 Credits)  ***Can come from anywhere in the curriculum.*** | | |
| Non-Western (3)  *Deal in either a direct or comparative way with political, social, or cultural issues within the context of non-Western or Third World concerns.* |  |  |
| International/Global Awareness (3)  *Deal in a direct or comparative way with political, social, cultural or economic issues impacting the international and/or global arena.* |  |  |
| Non-Western or International/Global Awareness (3) |  |  |
| Writing Intensive – W (9 Credits)  ***Can come from anywhere in the curriculum.*** | | |
| *Courses in addition to AWR 101 and AWR 201 that emphasize writing as a process of learning and communicating. Some credits may be waived for transfer students, please refer to the Catalog for more information.* |  |  |
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| **MAJOR REQUIREMENTS (76 Credits)** | | |
| COB Lower-Core (32 Credits) | | |
| BUS 101 (4cr) – Introduction to Global Business  ***Pre/Co-Req:*** *BAC 100 and AWR 101* |  |  |
| BUS 221 (4cr) – Business Law and Social Responsibility  ***Pre-Req:*** *BUS 101* |  |  |
| ACC 202 (4cr) – Financial Accounting Information  ***Pre-Req:*** *MAT 150 or equivalent*  ***Co-Req:*** *BAC 100* |  |  |
| ACC 203 (4cr) – Managerial Accounting  ***Pre-Req:*** *ACC 202, MAT 150 or equivalent* |  |  |
| ECO 204 (4cr) – Principles of Microeconomics |  |  |
| ECO 205 (4cr) – Principles of Macroeconomics |  |  |
| ITM 220 (4cr) – Management Information Systems  ***Pre-Req:*** *BAC 100 and BUS 101* |  |  |
| QMB 210 (4cr) – Business Statistics and Analytics  ***Pre-Req:*** *BAC 100 and MAT 160* |  |  |

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| COB Upper-Core (16 Credits) | | |
| *COB majors must have earned a minimum GPA of 2.25 in the top 22 credit hours of 100-level and 200-level required COB courses before taking 300- and 400-level COB courses. This GPA is computed by taking the highest grades in 100-level and 200-level required COB courses until at least 22 credit hours are reached.* | | |
| FIN 310 (4cr) – Financial Management  ***Pre-Req:*** *AWR 101 with a “C” or better, AWR 201, ACC 202, ACC 203, ECO 204, ECO 205, QMB 210, and COB Requirements for taking 300-Level Courses*  ***Co-Req:*** *BAC 100* |  |  |
| MGT 330 (4cr) – Principles of Management  ***Pre-Req:*** *AWR 101 with a “C” or better, AWR 201, and COB Requirements for taking 300-Level Courses* |  |  |
| MKT 300 (4cr) – Principles of Marketing  ***Pre-Req:*** *AWR 101 with a “C” or better, ECO 204, and COB Requirements for taking 300-Level Courses*  ***Pre/Co-Req:*** *BAC 100* |  |  |
| MGT 431 (4cr) – Practical Strategic Assessment (*Only offered Fall and Spring.)*  ***Pre-Req:*** *Senior Standing, BUS 221, ITM 220, FIN 310, MGT 330, MKT 300, and COB Requirements for taking 300-Level Courses* |  |  |
| Communication Requirement (4 Credits)  *Can satisfy part of HFA requirement* | | |
| SPE 208 (4cr) – Speech for Business and the Professions  **OR**  SPE 308 (4cr) – Group Presentation and Leading Change  *SPE 308 is intended for students who have already taken a speech course* |  |  |
| Math Requirement (4 Credits)  *Can satisfy mathematics portion of the Two-Year Learning Community* | | |
| MAT 225 (4cr) – Calculus for Business  ***Pre-Req:*** *MAT 160 or equivalent* |  |  |
| MARKETING SPECIFIC COURSES (20 Credits) | | |
| *Students must maintain a Major GPA of a 2.0 to be eligible for graduation.* | | |
| MKT 360 (4cr) – Marketing Research  ***Pre-Req:*** *QMB 210 (or equivalent statistics course), MKT 300 and COB Requirements for taking 300-Level Courses* |  |  |
| MKT 450 (4cr) – Marketing Strategy  ***Pre-Req:*** *Completion of 8 credit hours of Marketing Courses and COB Requirements for taking 300-Level Courses* |  |  |
| Major Electives (12 Credits) | | |
| Choose **three** from the following:   * MKT 352 – Services Marketing & Management *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 354 – Buyer Behavior *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 362 – Digital Marketing *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 371 – Professional Selling *(Pre/Co-Req: MKT 300, Pre-Req: COB Requirements for taking 300-Level Courses)* * MKT 372 – Retail & Distribution Management *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 410 – Global Marketing *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 411 – Promotion & Branding Strategies *(Pre-Req: MKT 300 and COB Requirements for taking 300-Level Courses)* * MKT 418 – Advanced Professional Selling *(Pre-Req: MKT 371 and COB Requirements for taking 300-Level Courses)* * MKT 495 – Special Topics in Marketing *(Pre-Req: To be specified at time of offering.)* * ENT 320 – Intro to Entrepreneurship/Feasibility *(Pre-Req: AWR 101, AWR 201, and COB Requirements for taking 300-Level Courses)* | | |
| Major Elective (4cr) |  |  |
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| Non-COB Requirement (62 Credits) | | |
| *To ensure that all business students have the broad-based education necessary to succeed in the business world, they need to have a balanced exposure to both liberal arts and business concepts. To meet these needs, at least 62 credit hours must be taken outside the College of Business.* ***ECO 204, ECO 205, QMB 210 and QMB 380 are counted in the non-business group.*** | | |
| Major Residency Requirements (30 Credits) | | |
| *Students must complete at least 30 credit hours within the Sykes College of Business.* ***At least 15*** *of these hours must be in the student’s major (courses beyond the business core).* | | |