# Unofficial Degree Planning WorksheetCatalog Year: 2023 – 2024

# Major: BS in Marketing

This worksheet is designed to help you plan and track your progress toward your degree. It lists all graduation requirements. Course descriptions are available in the current catalog. More detailed descriptions of the program can be found in the [2023 – 2024 catalog](https://ut.smartcatalogiq.com/current/catalog/).

## University Graduation Requirements

[x] Students must earn 124 hours to be eligible for graduation.

[ ] Students must maintain an overall minimum GPA of 2.0 to be eligible for graduation.

[ ] Students must maintain a major minimum GPA of 2.0 to be eligible for graduation.

[ ] Students must complete 31 credit hours in residency at UT to be eligible for graduation.

## Spartan Studies Requirements

### First-Year

| **First-year Requirement** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| UTAMPA 101 (1cr)/102 (1cr) – First-Year seminar two semester sequence**or** UTAMPA 103 (2cr) – Transfer student seminar**or** UTAMPA 104 (2cr) Veteran student seminar– must be taken in residency |  |  |
| AWR 101 (4cr) - Reading Locally & Globally**or** AWR 110 (5cr) – Academic Writing for Multilingual Students |  |  |
| Math (4cr) Requirement (choose one):MAT 155, MAT 160, MAT 170, MAT 201, MAT 225, MAT 260, MAT 261 | MAT 225 or MAT 260 |  |

### Core

| **Core Requirement** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| AWR 201 (4cr) – Writing and Research: The Local and the Global*Pre-requisite (one of the following): AWR 101, AWR 110, or equivalent* |  |  |
| [Core Humanities](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_CoreHumanitiesLink.pdf) (4cr) – must be taken in residency, AWR 201 is a prerequisite or must be taken concurrently |  |  |
| [Core Social Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_CoreSocialSciencesLink.pdf) (4cr) – must be taken in residency, AWR 201 is a prerequisite or must be taken concurrently |  |  |
| UTAMPA 200 (1cr) Digital Literacy: Coding**or** one of the following: CSC 101, ITM 251, MAT 285, PHY 180 |  |  |
| UTAMPA 201 (0cr) Career Readiness |  |  |
| Spartan Studies Culminating Experience (4cr)– must be taken in residency*Pre-requisite: Spartan Studies First-year and Core Requirements(UTAMPA 101/02 or UTAMPA 103 or UTAMPA 104, AWR 101, Math, AWR 201, UTAMPA 200, UTAMPA 201, Core Humanities, Core Social Science); individual courses may have additional pre-requisites* |  |  |

### Distribution Requirements

Note that **one** of the distribution requirements may also be used to meet requirements in the major if there is overlap.

| **Distribution Requirement** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| [Social or Behavioral Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_SocialScienceDistributionLink.pdf) (4cr) | ECO 204 |  |
| [Visual and Performing Arts](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_VisualandPerformingArtsLink.pdf) (3cr) |  |  |
| [Text-Based Humanities](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_Text-BasedHumanitiesDistributionLink.pdf) (4cr) |  |  |
| [Natural Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/Spartanstudies_NaturalScienceDistributionLink.pdf) (4cr) |  |  |

## Major Requirements (76 credits)

### College of Business Lower Core Courses

| **College of Business Lower Core (32 credits)** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| BUS 101 (4cr) – Introduction to Global Business*Pre/Co-requisite: AWR 101 and UTAMPA 101, UTAMPA 103, UTAMPA 104 or HON 100* |  |  |
| BUS 221 (4cr) – Business Law and Social Responsibility*Pre-requisite: BUS 101* |  |  |
| ACC 202 (4cr) – Financial Accounting Information |  |  |
| ACC 203 (4cr) – Managerial Accounting*Pre-requisite: ACC 202 and MAT 150 or higher or Math Placement of 2 or higher* |  |  |
| ECO 204 (4cr) – Principles of Microeconomics (Can fulfill Spartan Studies Distribution Requirements) |  |  |
| ECO 205 (4cr) – Principles of Macroeconomics |  |  |
| ITM 220 (4cr) – Management Information Systems*Pre-requisite: BUS 101 and UTAMPA 101, UTAMPA 103, UTAMPA 104 or HON 100* |  |  |
| QMB 210 (4cr) – Business Statistics and Analytics*Pre-requisite: MAT 160 or higher and UTAMPA 101, UTAMPA 103, UTAMPA 104 or HON 100* |  |  |

### College of Business Upper Core Courses

*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.*

| **College of Business Upper Core (16 credits)** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| FIN 310 (4cr) – Financial Management*Pre-requisite: AWR 101 with a “C” or better, AWR 201, ACC 202, ACC 204, ECO 204, ECO 205, QMB 210, and COB Requirements for taking 300-Level Courses**Co-requisite: UTAMPA 101, UTAMPA 103, UTAMPA 104 or HON 100* |  |  |
| MGT 330 (4cr) – Principles of Management*Pre-requisite: AWR 101 with a “C” or better, AWR 201 and COB Requirements for taking 300-Level courses* |  |  |
| MKT 300 (4cr) – Principles of Marketing*Pre-requisite: AWR 101 with a “C” or better, ECO 204, and COB Requirements for taking 300-Level Courses**Co-requisite: UTAMPA 101, UTAMPA 103, UTAMPA 104, or HON 100* |  |  |
| MGT 431 (4cr) – Practical Strategic Assessment *Pre-requisite: Senior Standing, BUS 221, ITM 220, FIN 310, MGT 330, MKT 300, and COB Requirements for taking 300-Level Courses* |  |  |

### College of Business Communication Requirement

| **Communication Requirement (4 credits)** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| SPE 208 (4cr) – Speech for Business and the Professions**or** SPE 308 (4cr) – Group Presentation and Leading Change*Pre-requisite: SPE 200, SPE 208 (or equivalent) or consent of instructor* |  |  |

### College of Business Mathematics Requirement

| **Mathematics Requirement (4 credits)**(Can fulfill Spartan Studies Mathematics Requirements) | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| MAT 225 (4cr) – Calculus for Business*Pre-requisite: MAT 160 or equivalent***or** MAT 260 (4cr) – Calculus I (1)*Pre-requisite: MAT 170 with a grade or “C” or higher, or equivalent* |  |  |

### College of Business Major Residency Requirement

| **Major Residency Requirement (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). |

### College of Business Non-COB Requirement

| **Non-COB Requirement (56 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 56 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.** |

### Marketing Major Requirements

| **Marketing Major Requirements (8 credits)** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| MKT 360 (4cr) – Marketing Research*Pre-requisite: QMB 210 (or equivalent statistics course), MKT 300, and COB Requirements for taking 300-Level Courses* |  |  |
| MKT 450 (4cr) – Marketing Strategy*Pre-requisite: Completion of 8 credit hours of Marketing Courses and COB Requirements for taking 300-Level Courses* |  |  |

### Major Elective Requirements

| **Major Electives Requirements (12 credits)**Refer to catalog for the [Elective Options](https://ut.smartcatalogiq.com/en/current/catalog/sykes-college-of-business/marketing/marketing-major/). *Pre-requisites will depend on the course chosen.* | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| Major elective (4cr) |  |  |
| Major elective (4cr) |  |  |
| Major elective (4cr) |  |  |