

# BBA

# Marketing

Attention consult  
online degree  
audit for your  
correct  
catalog year  
**2014-2015**

DEPARTMENTAL ADVISOR ▪ BLB 215 ▪ 940-565-3120 ▪ MKTGADV@UNT.EDU

## Course Requirements

### University Core (42 hours)

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

### Pre-Business Requirements (15-24 hours)

ECON 1100 & 1110 (6 hrs)	Principles of Economics
COMM 1010 or TECM 2700(3 hrs)	Speech or Technical Writing
MATH 1190 (3 hrs)	Business Calculus
Free Elective (0-18 hrs)	Free Electives
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

**IMPORTANT NOTICE:** Students must have a 2.7 UNT GPA, have 45 hours completed, and have earned a grade of "C" or higher in the following courses prior to filing a degree plan and enrolling in upper level business courses: ENGL 1310 & 1320/TECM 2700, ECON 1100 & 1110, MATH1190, BCIS 2610, ACCT 2010 & 2020, and DSCI 2710.

### Business Foundation Courses (24 hours)

BUSI 3660 (3 hrs)	<b>Professional Speaking, Writing and Presentation substitutes for Business Communication (Effective Fall 2017)</b>
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 w/C or higher, sr. status, and graduating semester.

### Professional Field Courses (22 hours)

MKTG 3700 (3 hrs)	Marketing and Money
MKTG 3710* (3 hrs)	Marketing Research & Information Technology
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 2710 and MKTG 3700 (may be taken concurrently)

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

### Supporting Field Courses (9 hours)

Select three courses from:

MKTG 3010*	MKTG 4600	MKTG 4880
MKTG 3660	MKTG 4620	LSCM 4360
MKTG 3720	MKTG 4630	LSCM 4530
MKTG 4750	LSCM 4560	MKTG 4800
LSCM 4800	MKTG 4320	MKTG 4810
LSCM 4830	MKTG 4520	

\* Cannot be applied to both the business foundation and supporting field.

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

**A 2.7 UNT, 2.0 Overall, and 2.7 Professional/Supporting Field GPA is required for graduation.**

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

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



[www.cob.unt.edu/programs/undergrad/](http://www.cob.unt.edu/programs/undergrad/)

## Suggested Curriculum Guide for BBA in Marketing 2014-2015 Catalog

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
<b>FRESHMAN</b>	English (ENGL 1310, 1313)	3	English (TECM 2700 or ENGL 1320, 1323)**	3
	Univ. Core Mathematics (Prerequisite course to Math 1190, if required, or MATH 1190)**	3	Mathematics (MATH 1190)**	3
	Life and Physical Science	3	Government/Political Science (PSCI 1040 or 1050)	3
	Government/Political Science (PSCI 1040 or 1050)	3	Economics (ECON 1100)	3
	Discovery (BUSI 1340 recommended)	3	Intro to Computers in Business (BCIS 2610)	3
	<b>Total</b>		15	

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
<b>SOPHOMORE</b>	Language, Philosophy and Culture	3	Life and Physical Science	3
	American History (HIST 2610)	3	Speech (COMM 1010)** or 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
	<b>Total</b>		15	

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
<b>JUNIOR</b>	Basic Information Systems (BCIS 3610) *	3	Global Marketing Issues & Practice (MKTG 4280)	3
	Communicating in Business (EFFECTIVE FALL 2017 - Professional Speaking, Writing and Presentation - BUSI 3660 WILL BE SUBSTITUTED FOR THIS REQUIREMENT)	3	Business Statistics with Spreadsheets (DSCI 3710)*	3
	Foundations of Marketing Practice (MKTG 3650) *	3	Marketing Research & Information Technology (MKTG 3710)	3
	Legal and Ethical Environment of Business (BLAW 3430) *	3	Finance (FINA 3770) *	3
	Marketing and Money (MKTG 3700)	3	Supporting Field course (selected from list of approved courses in catalog)	3
	<b>Total</b>		15	

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
<b>SENIOR</b>	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)	3
	Product Planning and Brand Management (MKTG 4330)	3	Applied Marketing Problems (MKTG 4890)	3
	Personal Professional Development (MKTG 3881)	1	Supporting Field course (selected from list of approved courses in catalog)	3
	Logistics & Supply Chain Management (LSCM 3960)	3	Free Elective	3
	Free Elective	2		
<b>Total</b>		15		15

\*Business foundation courses. These 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 120 hours minimum for graduation. Consult 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 Academic Advising and Student Services Office. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.
- **Bolded courses** are pre-business prerequisites to all jr./sr. level business courses and require a grade of C or higher. Math placement is required before enrolling in any MATH course.
- Completion of all pre-business prerequisite courses and a UNT cumulative 2.7 minimum gpa are required prior to enrolling in any jr./sr. level business courses and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.7 UNT cumulative, 2.7 Professional Field, and 2.0 Overall.