DEGREE REQUIREMENTS

General Education | Business Core | Advanced Marketing and Electives
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ENGL 1301, 1302 | MANA 1301 (BUSI 1301) | MARK 3324
MATH 1315, 1316 (MATH 1324, 1325) | ACCT 2301, 2302 | MARK 4311
Life/Physical Science (2 classes w/lab) (030) | BSTAT 2305 (BUSI 2305) | MARK 4322
Language/Philosophy/Culture (040) | ECON 2305, 2306 (ECON 2301, 2302) | MARK Electives
Creative Arts (050) | INSY 2303 (BCS 1305) | Advanced Accounting Elective
HIST 1301, 1302 | BCOM 3360 | Advanced Economics Elective
POLS 2311, 2312 (GOVT 2305, 2306) | BLAW 3310 | Advanced Business Electives (No MARK)
Social/Behavioral Science (080)** | BSTAT 3321 | Total 36
Satisfied by ECON 2305 (ECON 2301) | FINA 3313 | Total 36
Foundational Component** | MANA 3318, 4322*** | Total 36
Satisfied by ECON 2306 (ECON 2302) | MARK 3321 | Total 36
UNIV 1131 (Freshman only) / Elective | OPMA 3306 | Total 36

Total 45 | Total 39 | Total Credits for BBA 120

** Texas Common Course Numbers, TCCN if different or Core Curriculum Code
* For a list of approved courses see “General Core Curriculum for a Bachelor’s Degree” in the University Catalog http://catalog.uta.edu/degreerequirements
** ECON 2305 and ECON 2306 must be completed as part of the Field of Study in the Business Core. ECON 2305 satisfies Social/Behavioral Science. ECON 2306 satisfies Foundational Component.
*** MANA 4322 (Organizational Strategy) prerequisites include ACCT 2301 and 2302, BSTAT 3321, ECON 2305 and 2306, FINA 3313, MANA 3318, and MARK 3321

ACADEMIC OPTIONS

Fast Track Programs in Business
This program enables outstanding senior business students to satisfy degree requirements leading to a master’s degree in business while completing their undergraduate program. Students are allowed to complete up to 9 hours of selected graduate coursework and may continue as a graduate student if Bs or better are earned. GMAT, application and related application fees are waived.

Graduate Degree Options
- Master of Business Administration
- MS in Business Analytics
- MS in Economics
- MS in Human Resource Management

Initial Consult with Undergrad Advisor
- Should occur during the first semester of junior year (60 credit hours)
- A plan to complete Fast Track Foundation Courses for selected graduate option is generated
- GPA standards are accessed and performance targets formulated

Admission Guidelines
- Completion of a minimum of 30 hours at UTA with a 3.3 GPA or better
- Completion of ALL required Fast Track Foundation Courses with a 3.5 or better and a B or better in each course
- 3.3 or better Overall GPA (at all institutions)
- 3.3 or better Business GPA at UTA

Fast Track Foundation Courses
- FINA 3313
- BSTAT 3321 or 3322 Business Statistics I or II (whichever is taken first at UTA)
- 2 additional courses determined by graduate program selected

Graduate Enrollment
- Six to nine hours of graduate coursework will be completed as an undergraduate and apply to both degree programs.

Double BBA Major Options
Completion of the Double Major is attained by including all of the following courses in the BBA Marketing plan and completing with grades of a C or better in each course listed. This Double BBA option is not compatible with the Fast Track in Business.

Marketing and Management
- MANA 3319
- MANA 3320
- Advanced Management Elective
- Advanced Management Elective

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FOUR YEAR PLAN

FIRST YEAR

First Semester - 15/16 hours
- ENGL 1301 Composition I
- MATH 1315 College Algebra for Econ. & Bus. Analysis
- HIST 1301 History of the US to 1865
- ECON 2305 Principles of Macroeconomics
- MANA 1301 Business in a Global Environment
- UNIV 1131 Student Success (Freshman only)

Second Semester - 15 hours
- ENGL 1302 Composition II
- MATH 1316 Mathematics for Econ. & Bus. Analysis
- HIST 1302 History of the US 1865 to Present
- ECON 2306 Principles of Microeconomics
- Creative Arts (3 hours)

SECOND YEAR

First Semester - 15 hours
- ACCT 2301 Principles of Accounting I
- INSY 2303 Introduction to MIS & Data Processing
- POLS 2311 Government of the US
- Life & Physical Science (3 hours with lab)
- Language, Philosophy, Culture (3 hours)

Second Semester - 14/15 hours
- ACCT 2302 Principles of Accounting II
- BSTAT 2305 Introductory Statistics for Business Analytics
- POLS 2312 State & Local Government
- Life & Physical Science (3 hours with lab)
- Elective (2 hours for Freshman/3 hours for Transfers)

THIRD YEAR

First Semester - 15 hours
- BLAW 3310 Legal & Ethical Environment of Business
- FINA 3313 Business Finance
- MANA 3318 Managing Organizational Behavior
- MARK 3321 Principles of Marketing
- Advanced Economics Elective (3 hours)

Second Semester - 15 hours
- MARK 3324 Consumer Behavior
- Advanced Marketing Elective (3 hours)
- BCOM 3360 Effective Business Communications
- BSTAT 3321 Intermediate Statistics for Business Analytics
- Advanced Business Elective (3 hours)

FOURTH YEAR

First Semester - 15 hours
- MARK 4311 Marketing Research
- Advanced Marketing Elective (3 hours)
- OPM 3306 Operations Management
- Advanced Accounting Elective (3 hours)
- Advanced Business Elective (3 hours)

Second Semester - 15 hours
- MARK 4322 Advanced Marketing Management & Strategy
- Advanced Marketing Elective (3 hours)
- MANA 4322 Strategic Management
- Advanced Business Elective (3 hours)
- Advanced Business Elective (3 hours)

This timeline is a recommendation, strategically developed for students’ success, based on proper positioning of prerequisites and a balanced course load targeting a timely four year graduation. An alternate plan would include 12 hours each long semester and 6 hours during the summer for a total of 30 completed hours per academic year.

* Per University requirements, freshman must complete a Student Success course during the first semester of enrollment.

IMPORTANT: MARK 4322 prerequisites may NOT be concurrent.

MAJOR COURSE FLOW

- Required Courses
  - MARK 3321 Principles of Marketing
  - MARK 4322 Advanced Marketing Management & Strategy
  - MARK 4324 Consumer Behavior
  - MARK 4325 Integrated Marketing Communications/Advertising
  - MARK 4370 Social Media Marketing
  - MARK 4303 Retail Marketing
  - MARK 4310 Digital Marketing
  - MARK 4320 Product and Brand Strategy
  - MARK 4325 International Marketing
  - MARK 4335 Multicultural Marketing

- Marketing Electives
  - MARK 4320 Product and Brand Strategy
  - MARK 4325 International Marketing
  - MARK 4335 Multicultural Marketing

- Core or better in Marketing courses required to progress.