

BBA in Marketing

Nature of the Program:

Courses in Marketing (MARK) focus on various topics in the marketing of goods and services. Topics include how to conduct market research, how to analyze buyers, how to use customer databases, how to sell, how to manage selling operations, how to market in an international context, and how to formulate marketing strategies.

Career Outlook and Opportunities:

Careers in Marketing are appropriate for students who want to plan their careers in fields such as selling and sales management, retail merchandising or retail operations, market research and analysis, and marketing communications. UH Marketing Alumni have received offers as Marketing Associates, Assistant Planners, Project Coordinators, Pharmaceutical Sales Representatives, and Project Recruiters. More information regarding job titles, salary information of Cougar Alumni as well as national salary information can be found at [Cougar Careers](#). For assistance in career planning and development, please visit [University Career Services](#), and or the Rockwell Career Center at the Bauer College of Business, www.bauer.uh.edu/career.

Coursework Examples:

Marketing majors take the same UH core, Pre-business, and advanced level business core as all other business majors. Required foundational advanced level business courses are MARK 3336 (Elements of Marketing Administration), MARK 3337 (Professional Selling) and MARK 3339 (Marketing Strategy and Planning). Elective courses include subjects such as Applied Buyer Behavior, Marketing Research, Database Marketing, International Marketing, Electronic Commerce, Services Marketing, Business-to-Business Marketing, and Advertising and Promotion Management.

Specialty Programs in Marketing:

A specialty program/track exists within the Marketing department: [The Program for Excellence in Selling](#).

The Program for Excellence in Selling (PES) prepares students for careers in selling, specifically in the area of business-to-business sales. Students join the program through a competitive interview and selection process. After acceptance into the program, students participate in a specific sales course track (including a practicum course) within marketing and participate in various educational exercises outside of the classroom that provide real world experience.

Related Student Organizations:

Business student organizations exist to provide professional development for students in this major and related specialty programs. To view a complete listing of UH Bauer College student organizations and how to join them, visit the [Business Student Activities website](#).

Admission Requirements:

Students are not automatically admitted directly into the Marketing major. Instead, all students who 1) apply and are accepted to UH, 2) request business as their major of choice on their application, and 3) meet UH Bauer College admission requirements are admitted to UH as **Pre-business majors** and are considered members of the Bauer College. Current UH students may also become business majors after they begin at UH by meeting certain internal requirements and submitting an online request form.

For specific UH and Pre-business admissions requirements, visit the [UH Office of Admissions website](http://www.bauer.uh.edu/prospective) or www.bauer.uh.edu/prospective.

After becoming Pre-business, students then change their major to a specific area (Accounting, Entrepreneurship, Finance, Management, Marketing, Management Information Systems, or Supply Chain Management) before or during their junior year. Declaring a specific major area in business is called "[filing a degree plan](#)" and has specific UH GPA and course completion requirements.

Academic Advising

- Newly admitted business students and prospective business students (including current UH students wishing to become business majors): Visit www.bauer.uh.edu/prospective to view how to get advised for the first time.
- Currently enrolled pre-business and declared major students: Visit www.bauer.uh.edu/bbaadvising for walk-in schedules or appointments.

Helpful Quick Links:

Marketing Department Website: <http://www.bauer.uh.edu/undergraduate/marketing/>
Business Degree Plan: www.bauer.uh.edu/prospective/undergraduates

For Additional Questions and Information:

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