

Marketing Undergraduate BBA – Standard Track

Suggested Course Sequence complimenting the 2009-2010 BBA Degree Program

Provided by the Office of Undergraduate Business Programs (UBP)

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INSTRUCTIONS AND NOTES

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.

Course Equivalency

TCCN stands for Texas Common Course Number. Students interested in learning more about this course equivalency, as well as AP, IB, dual, upper-level transfer, or international credit should consult our comprehensive website: www.bauer.uh.edu/prospective.

MARKETING UNDERGRADUATE BBA – Standard Track

Semester/Year	UH COURSE	TCCN Equivalent	UH COURSE TITLE	HRS.
Year 1 Semester 1	ENGL 1303	ENGL 1301	Freshman Composition I	3
	HIST 1377	HIST 1301	U.S. History to 1877	3
	MATH 1314	MATH 1325	Elements of Calculus	3
	Natural Science	Must be UH core or TCC at transferring Texas public institution.		3
	PSYC 1300 or SOC 1300	PSYC 2301 or SOC 1301	Intro to Psychology OR Intro to Sociology	3
SEMESTER CREDIT HOURS				15
Year 1 Semester 2	ENGL 1304	ENGL 1302	Freshman Composition II	3
	HIST 1378	HIST 1302	U.S. History after 1877	3
	MATH 1313	MATH 1324	Finite Math	3
	Natural Science	Must be UH core or TCC at transferring Texas public institution.		3
	MIS 3300	BCIS 1305 or 1405	Intro to Computers and MIS	3
SEMESTER CREDIT HOURS				15



ATTENTION NON-BUSINESS UH STUDENTS: This suggested course sequence is designed for officially declared Pre-business and/or Finance students at UH. Non-business students can take all lower level courses (except GENB 2301) and are limited to the following upper level business courses: MIS 3300, INTB 3351, 3352, 3353, ENTR 3310, 3312 and MARK 3337. Consult the [2009-2010 BBA Degree Program](#) for more details and the [UH Catalog](#) for course prerequisites. Go online to find out [how to become a business major](#), attend a [BBA Basics Information session](#) for scheduling help and related issues, and seek individual academic advising if necessary.

Year 2 Semester 1	POLS 1336	GOVT 2301	U.S. Texas Constitutions & Politics	3
	ACCT 2331	ACCT 2301/2401	Financial Accounting	3
	ECON 2304	ECON 2302	Microeconomics	3
	GENB 2301	None	Connecting Bauer to Business	3
	STAT 3331	None	Business Statistics	3
SEMESTER CREDIT HOURS				15
Year 2 Semester 2	POLS 1337	GOVT 2302	U.S. Government: Congress, Presidents & Courts	3
	ACCT 2332	ACCT 2301/2402	Managerial Accounting	3
	ECON 2305	ECON 2301	Macroeconomics	3
	MARK 3336	None	Elements of Marketing Administration	3
	SCM 3301	None	Service and Manufacturing Operations	3
SEMESTER CREDIT HOURS				15



ATTENTION PRE-BUSINESS MAJORS: Before you continue reading, remember that Pre-business majors must **file a degree plan** in order to take more than five 3000-level business courses and any 4000-level business courses. Non-business majors have additional, more stringent course limitations (see above). Consult the [2009-2010 Business Degree plan](#) for complete information and requirements.

Semester/Year	UH COURSE	TCCN Equivalent	UH COURSE TITLE	HRS.
Year 3 Semester 1	MARK 3337	None	Professional Selling	3
	MARK 3339	None	Marketing Strategy and Planning	3
	FINA 3332	None	Principles of Finance	3
	MANA 3335	None	Intro to Organizational Behavior and Mgt.	3
	INTB 3350	None	International Business	3
SEMESTER CREDIT HOURS				15
Year 3 Semester 2	MARK 4XXX	None	Advanced Marketing Elective	3
	MARK 4XXX	None	Advanced Marketing Elective	3
	GENB 4350	None	Business Law and Ethics	3
	INTB 335X	None	Global Studies (See degree plan.)	3
	ADV BUS ELEC	None	Advanced Business Elective (3XXX-4XXX)	3
SEMESTER CREDIT HOURS				15
Year 4 Semester 1	MARK 4XXX	None	Advanced Marketing Elective	3
	MARK 4XXX	None	Advanced Marketing Elective	3
	INTB 335X	None	Global Studies (See degree plan.)	3
	Humanities Core**	See ** notation and core requirements		3
	ADV BUS ELEC	None	Advanced Business Elective (3XXX-4XXX)	3
SEMESTER CREDIT HOURS				15
Year 4 Semester 2	MARK 4XXX	None	Advanced Marketing Elective	3
	INTB 335X	None	Global Studies (See degree plan.)	3
	ADV BUS ELEC	None	Advanced Business Elective (3XXX-4XXX)	3
	ADV BUS ELEC	None	Advanced Business Elective (3XXX-4XXX)	3
	Visual & Perform. Arts**	See ** notation and core requirements		3
SEMESTER CREDIT HOURS				15
TOTAL MINIMUM DEGREE HOURS				120

*Assumes student completion or placement out of MATH 1310: College Algebra prior to entrance into UH. If MATH 1310 is required, student must add 3.0 credit hours to degree plan and adjust MATH sequencing accordingly.

****Humanities and Visual/Performing Arts core** MUST **be taken at UH if taken within the last 30 hours of the BBA degree**. Otherwise, UH will accept core-approved transfer work for these courses if they are deemed Texas Common Core (TCC) courses in the assigned subject area at the student's transferring Texas state/public college or university. For private and out-of-state institutions, transfer work must be exact equivalents to UH core courses.

RELATED INFORMATION

Marketing Specialty Programs and Tracks

- Program for Excellence in Selling (PES): Track and Sales Minor

Suggested Semester Course loads

Suggested course sequences are based on four-year degree completion and a student lifestyle focused on academics. Students should take semester course loads that are appropriate to their lifestyle. Students should set aside three hours of study time for every credit hour they are pursuing, per semester. If you work, we suggest the following semester course load matrix:

- 40+ hours of work per week = 3.0 credit hours per semester
- 30+ hours of work per week = 6.0 credit hours per semester
- 21+ hours of work per week = 9.0 credit hours per semester
- 0-20 hours of work per week = 12.0 to 15.0 credit hours per semester
- 0-10 hours of work per week = 15.0+ credit hours per semester