

MARKETING

Bachelor of Business Administration 2025-2026

The University of Texas at Arlington
College of Business is accredited by AACSB
International, true of only 5 percent of all
business schools worldwide.



DEGREE REQUIREMENTS

General Education		Business Core		Advanced Marketing & Electives	
ENGL 1301, 1302	6	MANA 1301 (BUSI 1301)	3	MARK 3324	3
MATH 1315, 1316 (MATH 1324, 1325)	6	ACCT 2301, 2302	6	MARK 4311	3
Life/Physical Science (2 classes w/lab) (030) *	6	BSTAT 2305 (BUSI 2305)	3	MARK 4322	3
Language/Philosophy/Culture (040) *	3	ECON 2305, 2306 (ECON 2301, 2302)	**	MARK Electives	6
Creative Arts (050) *	3	INSY 2303 (BCIS 1305)	3	Advanced Accounting Elective	3
HIST 1301, 1302	6	BCOM 3360	3	Advanced Economics Elective	3
POLS 2311, 2312 (GOVT 2305, 2306)	6	BLAW 3310	3	Advanced Business Electives (No MARK)	12
Social/Behavioral Science (080)**	3	BSTAT 3321	3	Advanced Business or MARK Elective	3
Satisfied by ECON 2305 (ECON 2301)		FINA 3313	3		
Foundational Component**	3	MANA 3318, 4322***	6	Total	36
Satisfied by ECON 2306 (ECON 2302)		MARK 3321	3		
UNIV 1131 (Freshman only) /Elective	3	OPMA 3306	3		
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/degree/requirements>

** 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, MARK 3321, and a declared business major.

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. Consult with your advisor regarding fit in your undergraduate program.

Graduate Degree Options	Master of Business Administration MS in Business Analytics MS in Economic Data Analytics MS in Human Resource Management	MS in Information Systems MS in Marketing Research MS in Quantitative Finance MS in Real Estate
Initial Consult with Undergrad Advisor	<ul style="list-style-type: none"> 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 assessed and performance targets formulated 	
Admission Guidelines	<ul style="list-style-type: none"> 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	Must complete these courses at UTA with a B or better and a 3.5 or better GPA. ECON 3310 or 3312 (whichever is taken first at UTA) BSTAT 3321 Business Statistics I 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 within 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 Economics

ECON 3303
ECON 3310
ECON 3312
ECON 3317
ECON 4300/BCOM 4380
Adv Economics Elective
Adv Economics Elective

Marketing and Finance

ECON 3303 or 3310
ACCT 3311
FINA 3315
FINA 3317
FINA 4315
Adv Finance Elective

Marketing and Hospitality Mgt.

HOSP 3350
HOSP 3351
HOSP 4353
HOSP 4355
HOSP 4359

Marketing and Management

MANA 3319
HRMN 3320
Adv Management Elective
Adv Management Elective

Marketing and Ops/Supply Chain

OPMA 4302
OPMA 4309
OPMA 4310
OPMA 4312
Adv OPMA Elective

Marketing and Real Estate

BLAW 3314
REAE 3325
REAE 4319
REAE 4334
Adv Real Estate Elective
Adv Real Estate Elective

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)
OPMA 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 or Advanced Business 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.

MAJOR COURSE FLOW

F - Fall Class (typically)
S - Spring Class (typically)

