DESIGN YOUR JOURNEY



College of Business

Department of Marketing

Bachelor of Business Administration in Marketing



MAVERICK ADVANTAGE

Be Bold. Be Ambitious. Set Yourself Apart.

CAREER DEVELOPMENT

- All Majors Job Fair
- Internships
- Business Week

GLOBAL ENGAGEMENT

- Study Abroad
- International Week

LEADERSHIP DEVELOPMENT

- Student Government
- Student Organizations
- BNSF Early Leader and/or Goolsby Leadership Academy
- Honors College

COMMUNITY ENGAGEMENT

- Alternative Spring Break
- The Big Event
- Volunteer Opportunities
- Community Service Opportunities
- Homecoming Events
- UTA and COB Alumni Association

UNDERGRADUATE RESEARCH

- Present at a Conference
- Reach Out to Professors about Potential Research Opportunities
- Prepare for Graduate School by Researching Your Program
- Attend an "Open for Business" Workshop Provided by Graduate Business Services
- Research a Company You Admire and/or Would Like to Work For

	Beginning the Journey	Trailblazing the Path	Destination Graduation
EDUCATE	- Apply for admission to UTA, submit all required information, and accept your admission. - Sign up for a New Maverick Orientation. - Schedule an appointment with your major advisor before orientation. - Become familiar with tutoring resources such as the IDEAS Center, Supplemental Instruction, etc. - Explore the department's website. - Review the Academic Calendar each semester for important dates such as the First Day of Class, Late Registration, the Last Day to Drop, etc.	- Complete the courses within the General Core in order to establish a strong foundational GPA before enrolling in more difficult junior- and senior-level courses. - Complete the following courses according to the four-year plan with a C or better: MATH 1315 and 1316, ACCT 2301 and 2302, ECON 2305 and 2306, and INSY 2303. (A delay in taking these courses will delay your graduation.) - Ask your major advisor about accelerated or fast-track programs. - Attend an "Open for Business" workshop provided by Graduate Business Services to explore graduate degrees.	- Schedule an appointment with your Accounting business advisor for a graduation audit once you reach 90 hours. - Submit final transcripts for courses taken outside of UTA. - Apply for graduation through MyMav. - Evaluate next steps after graduation. Will you be getting a job, taking graduate courses, etc. -Explore College of Business graduate school programs.
ENGAGE	- Attend Orientation and meet other business students during the college session. - Enroll in UNIV-BU 1131 (freshmen) or UNIV-BU 1101 (transfer) to learn skills that will aid in your success and build peer relationships. Enroll in all courses as soon as possible to obtain your ideal schedule. - Introduce yourself to professors and peers. - Familiarize yourself with the Career Development Center, activate your Handshake account and take the Focus2 Career Assessment. - Set up a MavOne account.	- Follow your APG or schedule an APG check up with your major advisor if you need to make adjustments. - If earning a D or F at mid-terms, consult with your professor and advisor about options. - Ask professors about career advice and/or internship opportunities. - Participate in Business Week (typically in the fall) and attend the All Majors Job Fair (offered at various times) - Join a registered student organization that pertains to your professional or social interests. - Volunteer for the Big Event or other community service.	- Attend a conference related to your major. - Attend speaker and special events. - Take on a leadership role within an organization. - Talk to professors and mentors about writing a reference
EXCEL	- Develop basic skills for success: attend class, be on time, read and complete all assignments, ask questions, earn Cs or better in all courses. - Research the BNSF Early Leader Program (freshman/sophomore) or Goolsby Leadership Academy (junior). See your major advisor for more eligibility. - Research the Honors College. See your major advisor for more information. - Explore MyMav Scholarshop for scholarship opportunities.	- Declare your business major after completing 12 hours of business at UTA and earning a 2.25 GPA in all GPAs. - Ensure you are completing prerequisites in order to avoid a delay in graduation. - Submit resume for evaluation through VMOCK, which is available in your BCOM 3360 course. - Participate in an internship or study abroad opportunity. - Research a company that you admire and/or would like to work for.	- Maintain a minimum 2.25 in your overall, business, and major GPA's with no D's in your major coursework in order to satisfy degree and graduation requirements. - Participate in the Commencement ceremony. - Join the UTA and College of Business Alumni Association. - Finalize any details related to a graduate program.

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701 S. Nedderman Drive Arlington, TX 76019

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THE UNIVERSITY OF TEXAS AT ARLINGTON



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What career options do I have with this major?

- Account Representative
- Advertising Executive
- Art Director
- Bank Officer
- Brand Manager
- Buyer
- Circulation Manager
- Claims Adjuster / Examiner
- Commercial Artist
- Comparison Shopper
- Consultant
- Consumer Affairs Specialist
- Consumer Credit/Loan Officer
- Copywriter
- Credit Manager
- Customer Service Manager
- Development Officer
- Direct Mail Specialist
- Distribution/Transportation Manager
- District Sales Manager
- Employment Agency Counselor
- Financial Planner
- Franchise Specialist
- Fundraiser
- Government Administrator
- Grant Writer
- Import/Export Manager
- Insurance Agent
- International Marketer
- Lobbyist
- Management Trainee
- Marketing Associate Manager
- Market Research Analyst
- Merchandise Buyer
- Marketing Communications Specialist
- Professional Salesperson
- Retail Manager
- Sales Manager
- Social Media Manager

Workforce Skills

-Communication: Develop and articulate ideas clearly and effectively across all mediums, including, but not limited to, written, oral, and digital communication.
-Critical Thinking: Analyze issues, make decisions, and the ability to learn from diverse cultures, races, ages, genders, overcome problems by using sound reasoning before forming a strategy, decision, or opinion.
-Teamwork/Collaboration: Work within a team and foster collaborative relationships with peers and supervisors. Use interpersonal skills to demonstrate respect and dignity for others while working toward a common goal.

Career Readiness

- Analysis
- Applying the fundamentals of psychology, sociology, economics, and statistics in order to encourage marketplace exchanges between buyers and sellers of goods and services
- Communication Skills
- Developing Solutions
- Formulating Plans and Policies
- Interpreting Data
- Managing and Directing People and Programs
- Selling and Negotiating

Take Action

- Explore workforce skill development through on and off-campus activities; engage with the UTA Career Development Center at uta.edu/careers.
- Meet with a career consultant
- Network with employers
- Discover internships and co-ops
- Join Handshake, our career services platform.
- Apply for on-campus employment
- Participate in career development programs.

Visit **www.uta.edu/student-success/major_maps** for the latest version of this major map.

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