

## BS-MARKETING

### 2018-2019

Year 1	Semester 1 Fall	Semester 2 Spring	Summer	Total
	HIST 1301 or POLS 2305 US History I or Federal Government 3	COMM 1315 Public Speaking 3		
	ISAM 1305 Business Computer Applications 3	MATH 1325 Business Calculus 3		
	BAPA 1301 Business Principles 3	HIST 1302 or POLS 2306 US History II or Texas Government 3		
	MATH 1324 Finite Math 3	ECON 2301 Principles of Macroeconomics 3		
	PSYC 1100 Learning Frameworks 1	WRIT 1302 Composition II 3		
	WRIT 1301 Composition I 3			
	Semester Hours 16	15	0	31
Year 2	Semester 1 Fall	Semester 2 Spring	Summer	Total
	ACCT 2301 Principles of Accounting I - Financial 3	ACCT 2302 Principles of Accounting II - Managerial 3		
	ECON 2302 Principles of Microeconomics 3	CORE Life/Physical Science & Lab 4		
	CORE Language, Philosophy & Culture 3	LEGL 2301 Legal Environment of Business 3		
	CORE Life/Physical Science & Lab 4	CORE Creative Arts 3		
	HIST 1301 or POLS 2305 US History I or Federal Government 3	HIST 1302 or POLS 2306 US History II or Texas Government 3		
	Semester Hours 16	16	0	32

Year 3	Semester 1 Fall	Semester 2 Spring	Summer	Total
	DSCI 3321 Statistics I 3	DSCI 3331 Quantitative Methods for Management 3		
	ISAM 3303 Information Systems for Management 3	ECON 3311 Money & Banking 3		
	MGMT 3301 Management Theory & Practice 3	MKTG 3313 Marketing Channels & Distribution 3		
	MKTG 3301 Principles of Marketing 3	MKTG 3351 Marketing Research 3		
	WRIT 3312 Written Communications in Business 3	#Gen Elective 33XX-43XX course – any rubric 3		
	Semester Hours 15	15	0	30
Year 4	Semester 1 Fall	Semester 2 Spring	Summer	Total
	FINC 3331 Business Finance 3	MGMT 4312 Strategic Management (Capstone) 3		
	MKTG 3343 Consumer Behavior 3	MKTG Elective 33XX-43XX MKTG course 3		
	MKTG Elective 33XX-43XX MKTG course 3	#Gen Elective 33XX-43XX course – any rubric 3		
	MKTG Elective 33XX-43XX MKTG course 3	#Gen Elective 33XX-43XX course – any rubric 3		
	#Gen Elective 33XX-43XX course – any rubric 3			
	Semester Hours 15	12	0	27
	Total Plan Hours			120

# Any UHCL discipline (rubric) acceptable

- State of Texas Core Curriculum Course. Please refer to the 2016-2017 UHCL Undergraduate Catalog ([www.uhcl.edu/catalog](http://www.uhcl.edu/catalog)) for approved options.
- This document is only intended as a guide. Please see an academic advisor for assistance with academic planning.

