

MARKETING, BACHELOR OF SCIENCE

2018-2019 Degree Plans

University Core Requirements (42 hours):	UHCL Course Title	TCCNS*	CODE
Communications (6 hours):	WRIT 1301—Composition I (<i>Grade must be "C-" or better</i>)	ENGL 1301	010
	WRIT 1302—Composition II (<i>Grade must be "C-" or better</i>)	ENGL 1302	010
Mathematics (3 hours):	MATH 1324—Finite Math (<i>Grade must be "C-" or better</i>)	MATH 1324	020
Life and Physical Sciences (6 hours):	Choose TWO courses from the core approved list		030
Language, Philosophy, and Culture (3 hours):	Choose ONE course from the core approved list		040
Creative Arts (3 hours):	Choose ONE course from the core approved list		050
U.S. History (6 hours):	HIST 1301—U.S. History I	HIST 1301	060
	HIST 1302—U.S. History II	HIST 1302	060
Government/Political Science (6 hours):	POLS 2305—Federal Government	GOVT 2305	070
	POLS 2306—Texas Government	GOVT 2306	070
Social/Behavioral Science (3 hours):	ECON 2301—Principles of Macroeconomics (Other courses may meet this requirement, however, ECON 2301 will still be required for all Business majors)	ECON 2301	080
Component Area Option (6 hours):	COMM 1315—Public Speaking	SPCH 1315	090
	PSYC 1100—Learning Frameworks	PSYC 1100	090
	Two 1-hr Life/Physical Science Labs		090

Business Core Requirements (48 hours):	UHCL Course Title	TCCNS*	CODE
	ACCT 2301—Principles of Accounting I	ACCT 2301	
	ACCT 2302—Principles of Accounting II	ACCT 2302	
	BAPA 1301---Business Foundations (<i>effective fall 2017</i>)	BUSI 1301	
	ECON 2302—Principles of Microeconomics	ECON 2302	
	ISAM 1305—Business Computer Applications (<i>effective fall 2016</i>)	BCIS 1305	
	LEGL 2301—Legal Environment of Business	BUSI 2301 or 2302	
	MATH 1325—Business Calculus	MATH 1325	
	*DSCI 3321—Statistics I		
	*DSCI 3331—Quantitative Methods for Management		
	*ECON 3311—Money and Banking		
	*FINC 3331—Business Finance		
	*ISAM 3303—Information Systems for Management		
	*MGMT 3301—Management Theory and Practice		
	*MGMT 4312—Strategic Management (Capstone Course – permission required)		
	*MKTG 3301—Principles of Marketing		
	*WRIT 3312—Written Communication in Business		
	<i>*Maximum of two grades of D-, D or D+ allowed in upper-level core.</i>		

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Marketing Major Requirements (18 hours):*All major requirements must be grades of C- or higher*

MKTG 3313—Marketing Channels & Distribution

MKTG 3343—Consumer Behavior

MKTG 3351—Marketing Research

MKTG Electives—Any THREE MKTG 33XX or 43XX other than those already required. Choices include:

MKTG 3331—Integrated Marketing Communication

MKTG 3348—Retail Management

MKTG 4332—Services Marketing

MKTG 4335—Brands & Brands Management

MKTG 4338—Sports Marketing

MKTG 4351—International Marketing

MKTG 4391—Social Media Marketing

Elective Requirements (12 hours):

General Electives

Any FOUR 33XX or 43XX courses offered by Colleges of Business, Human Sciences & Humanities, Science & Engineering or Education

General Degree Requirements

- Students must complete at least 120 semester credit hours. A minimum of 57 hours of the 120 semester hours must be advanced (3000-4000 level) course work according to the requirements of the respective major.
- Students must complete the University Core Curriculum requirements (refer to Core Curriculum Requirements section of this catalog).
- Students must fulfill the statutory requirements of the Texas State Education Code, including the following:
 - Six hours of U.S. History (three hours may be Texas History).
 - Six hours of Constitutions of the United States and Texas.
- Students must demonstrate writing proficiency by completing nine hours of lower-level (1000-2000 level) and upper-level (3000-4000 level) English composition course credit with a minimum grade of "C-" or better. Some majors may require higher grades in English composition.
- Students must complete at least 25% of the credit hours required for the degree (i.e., 30 semester credit hours for a 120 credit hour program) through instruction offered by UHCL to fulfill the Southern Association of Colleges and Schools (SACS) residency requirements.
- Students must complete the final 30 semester hours of 3000 and 4000 level course work in residence at UHCL.
- Students must complete a minimum of 12 semester credit hours of upper-level (3000-4000 level) coursework in the major in residence at UHCL.
- Students must have a cumulative GPA of 2.000 on course work completed at UHCL with grades of "C" or better on at least 30 hours of resident upper-level work. Grades of "C-" or below cannot be applied toward the 30 hours of resident upper-level work.