



BBA MARKETING

Grad Track Pathways Available
<https://cob.unt.edu/masters/grad-track-pathways>
(see advisor for details)

2026-2027

Departmental Advisor
BLB 215
940-565-3120
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University Core (42 hours)

Please see the UNT catalog or the RCOB Undergraduate Programs Office in BLB 110 for specific core requirements.

Pre-Business Requirements (22 hours)

BUSI 1200 (1 hr)	Prof. Development Strategies I
ECON 1100 & 1110 (6 hrs)	Principles of Economics
MATH 1190 (3 hrs)	Business Calculus
BCIS 2610 (3 hrs)	Intro to Computers in Business
ACCT 2010 & 2020 (6 hrs)	Accounting Principles I & II
DSCI 2710 (3 hrs)	Data Analysis with Spreadsheets

Other Requirements (hours vary)

Communication: COMM 1010* Intro to Communication or
TECM 2700 Technical Writing

Professional Development:

BUSI 3100
MKTG 3881
BUSI 1200 and BUSI 3100 must be completed prior to
enrolling in BUSI 4940.

Free Electives (to reach 120 hours; hours may vary)

BUSI 1200 must be completed prior to declaring a major. All of
the professional development courses are 1 hour courses and
must be completed with a grade of C or higher.

IMPORTANT NOTICE: *In order to enroll in JR/SR level courses
and file a degree plan, students must: complete 45 hours,
complete the pre-business requirement courses with minimum
grades of C; have a minimum 2.7 pre-business GPA; AND have
a minimum 2.0 UNT cumulative GPA.*

Business Foundation Courses (24 hours)

MGMT 3660 (3 hrs)	Contemporary Business Writing and Presentation Skills
BLAW 3430 (3 hrs)	Legal and Ethical Environment of Business
BCIS 3610 (3 hrs)	Basic Information Systems
MKTG 3650 (3 hrs)	Foundations of Marketing Practice
DSCI 3710 (3 hrs)	Business Statistics with Spreadsheets
FINA 3770 (3 hrs)	Finance
MGMT 3720 (3 hrs)	Organizational Behavior
MGMT 4940* (3 hrs)	Strategic Management

* Requirements for enrollment in MGMT 4940: completion of
all other business foundation courses along with the required
Professional Development courses w/C or higher, SR status,
and graduating semester.

Professional Field Courses (22 hours)

MKTG 3700^	(3 hrs)	Marketing Metrics
MKTG 3710^^	(3 hrs)	Marketing Research & Analytics
MKTG 3720^	(3 hrs)	Digital Marketing Fundamentals
MKTG 3881	(1 hr)	Personal Professional Development
MKTG 4120^	(3 hrs)	Consumer Behavior
MKTG 4280^	(3 hrs)	Global Marketing Issues and Practices
MKTG 4330^^^	(3 hrs)	Strategic Brand Management
MKTG 4890^^^^	(3 hrs)	Applied Marketing Problems

^ Prerequisite: MKGT 3650
^^ Prerequisite: DSCI 3710 and MKTG 3700 must be completed
with a grade of C or higher.
^^^ Prerequisite: MKTG 3650 and MKTG 3700 (may be taken
concurrently)
^^^^ Prerequisite: MKTG 3650, MKTG 3700, MKTG 3710,
FINA 3770 each with a grade of C or higher as well as
graduating senior status.

Supporting Field Courses (9 hours)

Select three courses:

Nine hours of 3000-4000 level Marketing courses
chosen in consultation with the Departmental
Advisor.

The Department of Marketing enforces all prerequisites.
Please check the current catalog for all prerequisites.

A grade of "C" or higher is required in all Pre-Business,
Professional Development, Business Foundation,
Professional Field and Supporting Field courses.

A 2.0 UNT, 2.0 Overall, and 2.0 Professional/Supporting
Field GPA is required for graduation.

**For more information on careers and companies recruiting graduates
from this program, contact the Career Center at 940-565-2105.**

Attention: Consult online degree audit for
your correct catalog year.

www.cob.unt.edu/undergrad

BBA Marketing

2026-2027 Suggested Curriculum

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
FRESHMAN	English (ENGL 1310)**	3	English (TECM 2700 or ENGL 1320)**	3
	Univ. Core Mathematics (MATH 1180 if required as a prerequisite or MATH 1190)**	3	Mathematics (MATH 1190)**	3
	Life and Physical Science	3	Political Science/Government (PSCI 2305 or 2306)	3
	Political Science/Government (PSCI 2305 or 2306)	3	Economics (ECON 1100)**	3
	Component Area Option (COMM 1010)**	3	Intro to Computers in Business (BCIS 2610)	3
	Professional Development I (BUSI 1200)*	1		
	Total	16	Total	15

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SOPHOMORE	Language, Philosophy and Culture	3	Life and Physical Science	3
	American History (HIST 2610)	3	Speech (COMM 1010)** or Technical Writing (TECM 2700)**	3
	Economics (ECON 1110)**	3	American History (HIST 2620)	3
	Accounting (ACCT 2010)	3	Accounting (ACCT 2020)	3
	Creative Arts	3	Data Analysis with Spreadsheets (DSCI 2710)	3
	Total	15	Total	15

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
JUNIOR	Foundations of Marketing Practice (MKTG 3650)*	3	Global Marketing Issues & Practice (MKTG 4280)	3
	Contemporary Business Writing and Presentation Skills (MGMT 3660)*	3	Legal and Ethical Environment of Business (BLAW 3430)*	3
	Business Statistics with Spreadsheets (DSCI 3710)*	3	Finance (FINA 3770)*	3
	Basic Information Systems (BCIS 3610)*	3	Marketing and Metrics (MKTG 3700)	3
	Organizational Behavior (MGMT 3720)*	3	Supporting Field course (3000/4000 level Marketing course)	3
	Professional Development II (BUSI 3100)	1		
	Total	16	Total	15

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SENIOR	Consumer Behavior (MKTG 4120)	3	Strategic Management (MGMT 4940—Capstone)	3
	Digital Marketing Fundamentals (MKTG 3720)	3	Supporting Field course (3000/4000 level Marketing course - MKTG 4800 recommended)	3
	Product Planning and Brand Management (MKTG 4330)	3	Applied Marketing Problems (MKTG 4890)	3
	Personal Professional Development (MKTG 3881 offered Fall or Spring only)	1	Supporting Field course (3000-4000 level Marketing course)	3
	Marketing Research & Analytics (MKTG 3710)	3	Free Elective**	3
	Total	13	Total	15

*Business Foundation courses must be completed with a grade of C or higher prior to enrolling in MGMT 4940.

** Courses that will fulfill university core and pre-business requirements. Courses used to fulfill both University and College requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives needed.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the Undergraduate Programs Office. Course availability is subject to change; actual degree audits may change depending on course availability in a given semester.
- Before enrolling in MATH 1190, the correct math placement is required or you must pass the prerequisite math with a grade of C or higher.
- **Bolded courses** are pre-business prerequisites to all JR/SR level business courses and require a grade of C or higher. **Additionally**, completion of all pre-business prerequisite courses with a minimum 2.7 *pre-business GPA* and a minimum 2.0 *UNT cumulative GPA* along with completion of 45 hours are required prior to enrolling in any JR/SR level business course and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, Professional Field varies by major (see advisor), and 2.0 Overall.

6/1/2026 SR

Attention: Consult online degree audit for your correct catalog year.

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