

Suggested Arrangement of Courses, Marketing (BBA)

Requirements		Hours
1st Semester		
MAN 101S	Leadership Challenges and Innovation (Major)	1
M 408Q	Differential and Integral Calculus for Business (Major)	4
ECO 304K	Introduction to Microeconomics (General Education)	3
RHE 306	Rhetoric and Writing (Core) ⁰¹⁰	3
UGS 302	First-Year Signature Course (Core) ⁰⁹⁰	3
or UGS 303	First-Year Signature Course	
2nd Semester		
B A 101S	Professional Development and Career Planning (Major)	1
STA 301	Introduction to Data Science (Major)	3
ECO 304L	Introduction to Macroeconomics (General Education)	3
MIS 301	Introduction to Information Technology Management (Major)	3
Natural Science and Technology, Part I (Core) ⁰³⁰		3
Approved PSY/SOC/ANT/EDP (Major)		3
3rd Semester		
ACC 311	Fundamentals of Financial Accounting (Major)	3
STA 235	Data Science for Business Applications (Major)	2
D S 235	Introduction to Decision Science (Major)	2
B A 324	Business Communication: Oral and Written (Major)	3
Natural Science and Technology, Part I (Core) ⁰³⁰		3
Visual and Performing Arts (Core) ⁰⁵⁰		3
4th Semester		
ACC 312	Fundamentals of Managerial Accounting (Major)	3
MKT 337	Principles of Marketing (Major)	3
O M 235	Operations Management (Major)	2
Natural Science and Technology, Part II (Core) ⁰⁹³		3
U.S. History (Core) ⁰⁶⁰		3
5th Semester		
MKT 360	Information and Analysis (Major)	3
Marketing course (Elective)		3
FIN 357	Business Finance (Major)	3
U.S. History (Core) ⁰⁶⁰		3
GOV 310L	American and Texas Government (Core) ⁰⁷⁰	3
6th Semester		
Marketing course (Elective)		3
Marketing course (Elective)		3

MAN 336	Organizational Behavior (Major)	3
E 316L	British Literature (Core)	3
or E 316M	American Literature	
or E 316N	World Literature	
or E 316P	Masterworks of Literature	
GOV 312L	Issues and Policies in American Government (Core) ⁰⁷⁰	3

7th Semester		
Marketing course (Elective)		3
LEB 323	Business Law and Ethics (Major)	3
B A 353	Internship in Business Administration (Major)	3
Upper-division Non-Business course (Elective)		3
Free elective (Elective)		3
8th Semester		
MKT 370	Marketing Policies (Major)	3
Upper-division Non-Business course (Elective)		3
Free elective (Elective)		3
Free elective (Elective)		3
Free elective (Elective)		3
Total Hours		120

Four-year degree suggestion (for planning purposes only).

Currently enrolled students should meet with their academic advisor.

Course categories: Core, General Education[†], Major, Elective, Opportunity

Core Component Areas: ⁰¹⁰ Communication; ⁰²⁰ Mathematics; ⁰³⁰ Natural Science and Technology, Part I; ⁰⁴⁰ Humanities; ⁰⁵⁰ Visual and Performing Arts; ⁰⁶⁰ U.S. History; ⁰⁷⁰ American and Texas Government; ⁰⁸⁰ Social and Behavioral Sciences; ⁰⁹⁰ First-Year Signature Course; ⁰⁹³ Natural Science and Technology, Part II

Undergraduate Degree Program listing

[†] Effective April 2025, UT Austin no longer requires Skills and Experience flags.