

## Business Administration: Marketing, B.S.

### Program Requirements

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- **ECON 1010 - Principles of Economics: Macroeconomics #**
- **ECON 1020 - Principles of Economics: Microeconomics #**
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- **PSY 1010 - Introduction to Psychology #** or
- **SOC 1510 - Introduction to Sociology #**
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- **MGT 1000 - Computers In Business**
- **MATH 1130 - College Algebra #**
- **MATH 1830 - Calculus for Management, Life, and Social Sciences** (if exempted from MATH 1130, student must take MATH 1830)
- **THSP 1090 - Public Speaking**
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- **MGT 3100 - Business Communication** or
- **ENGL 2880 - Professional Writing**

### 31 hours from the College of Business including:

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- **ACC 2010 - Principles of Accounting I**
- **ACC 2020 - Principles of Accounting II**
- **FIN 3020 - Essentials of Managerial Finance**
- **MGT 2110 - Statistical Methods for Business I #**
- **MGT 2120 - Statistical Methods for Business II**
- **MGT 3110 - Operations Management**
- **MGT 3150 - Management Concepts, Theory, and Practice**
- **MGT 3410 - Success Seminar: Career Development**
- **MGT 4400 - Strategic Management**
- ~~**MGT 4410 - Senior Seminar**~~
- **MKT 3130 - Principles of Marketing**
- **BUS 3350 - Legal Environment of Business**

### Marketing Program

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#### 15 hours including:

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- **MKT 3650 - Consumer Behavior**
- **MKT 3610 - Selling and Sales Management** or
- **MKT 3620 - Integrated Marketing Communications**
- **MKT 4500 - Marketing Research**
- **MKT 4610 - Marketing Problems**
- **MGT 3600 - Management Information Systems**

#### 3 hours chosen from:

- **MKT 3180 - International Marketing**
- **MGT 4380 - International Management**
- **FIN 4120 - International Finance**
- **MGT 4950r - International Business Experience**

## 15 hours chosen from:

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- **MKT 3180 - International Marketing** (MKT 3180 may be applied to program or concentration requirements, but not both.)
- **MKT 3610 - Selling and Sales Management** or
- **MKT 3620 - Integrated Marketing Communications**
- **MKT 3640 - Retailing**
- **MKT 4150 - Business to Business Marketing**
- **MKT 4170 - Strategic Distribution Management**
- **MKT 4300 - New Venture Creation**
- **MKT 4310 - E-Marketing Digital Marketing**
- **MKT 4420 - Services Marketing**
- **MKT 4490 - Practicum in Marketing and Entrepreneurship**
- MKT 3900r or **BUS 3900r - Internship**  
(Only 3 credit hours from MKT 3900r or BUS 3900r may be used to satisfy program requirements.)
- **ETR 3400 - Innovation and Creativity in Business**
- **ETR 4300 - New Venture Creation**
- **ETR 4490 - Practicum in Marketing and Entrepreneurship**
- **MGT 3400 - Innovation and Creativity in Business**

*Either 3610 or 3620 is required. The course not chosen to meet this requirement may be taken as an elective.*

## Additional Information and Notes

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2.0 GPA in all required major and related courses (including specified General Education courses).  
Electives to complete 120 hours.

A minimum of 54 hours of the 120 total must be taken at the 3000-4000 level.

College of Business majors must complete a minimum of 51 hours from outside the College of Business.

At least 50 percent of the business credit hours required for the B.S. degree in Business Administration must be earned at UTC.

See **Degree and Graduation Requirements** for additional requirements.

\*Also satisfies requirement in the major.

#Also satisfies general education requirement.