

CLEAR PATH for ADVISING – Marketing - Professional Sales, B.S.B.A.

2025-2026

[Please refer to the Undergraduate Catalog for further program requirements and course descriptions.](#)

First Year – 30-37 Hours			
Fall Semester:	Hrs	Spring Semester:	Hrs
BUS 1410: <i>Success Seminar: Professional Experience I</i>	1	DATA 1000: <i>Computers in Business</i>	3
MATH 1130: <i>College Algebra</i> or MATH 1830: <i>Calculus for Mgt., Life, and Social Science</i> (Quantitative Reasoning)	3	ENGL 1020: <i>Rhetoric and Composition II</i> (Writing and Communication)	3
Natural Science without Lab	3	Natural Science with Lab	4
Humanities and Fine Arts	3-4	Humanities and Fine Arts	3-4
Humanities and Fine Arts	3-4	Individual and Global Citizenship	3-4
Elective (ENGL 1010 or 1011)*	1-4		
	14-19		16-18
Second Year – 27-30 Hours			
Fall Semester:	Hrs	Spring Semester:	Hrs
ACC 2010: <i>Principles of Accounting I</i>	3	ACC 2020: <i>Principles of Accounting II</i>	3
DATA 2130: <i>Statistics for Business</i> (Quantitative Reasoning)	3	DATA 2140: <i>Data Modeling for Business</i>	3
ECON 1020: <i>Principles of Economics: Microeconomics</i> (Behavioral and Social Science)	3	ECON 1010: <i>Principles of Economics: Macroeconomics</i> (Behavioral and Social Science)	3
MGT 2500: <i>Business and Society</i>	3	THSP 1090: <i>Public Speaking</i> (Writing and Communication)	3
Humanities and Fine Arts	3-4	Elective	0-2
	15-16		12-14
Third Year – 31 hours			
Fall Semester:	Hrs	Spring Semester:	Hrs
MKT 3130: <i>Principles of Marketing</i>	3	MKT 3620: <i>Integrated Marketing Communications</i>	3
BUS 3410: <i>Success Seminar: Career Development</i>	1	MKT 3650: <i>Consumer Behavior</i>	3
DATA 3260: <i>Introduction to Data Analytics and Visualization</i>	3	MKT 3180: <i>Int'l Marketing</i> , FIN 4120: <i>Int'l Finance</i> , MGT 4380: <i>Int'l Management</i> , or MGT 4950R: <i>Int'l Business Experience</i>	3
ENGL 2880: <i>Professional Writing</i>	3	BUS 3350: <i>Legal Environment of Business</i>	3
FIN 3020: <i>Essentials of Managerial Finance</i>	3	Approved MKT Elective (3000-4000 Level)	3
MGT 3150: <i>Management Concepts, Theory, and Practice</i>	3		
	16		15
Fourth Year – 27 hours			
Fall Semester:	Hrs	Spring Semester:	Hrs
MKT 3630: <i>Professional Selling</i>	3	MKT 3730: <i>Sales Management</i>	3
MKT 4160: <i>Business Negotiations</i>	3	MKT 4500: <i>Marketing Research</i>	3
MKT 4610: <i>Marketing Problems</i>	3	MKT 4630: <i>Advanced Sales</i>	3
DATA 3600: <i>Management Information Systems</i>	3	MGT 4400: <i>Strategic Management</i>	3
Approved MKT Elective (3000-4000 Level)	3		
	15		12

*If a student does not place into ENGL 1020 (30+ on ACT English or 680+ on SAT Verbal), ENGL 1010 or 1011 is required.

Completed:			
Graduation Requirements:	Hrs	Degree Requirements:	Hrs
120 Total Hours		22-27 General Education Hours	
54 Upper Division (3000-4000 Level) Hours		92 Program (Major) Hours	
30 Hours at UTC		Minor Hours (<i>Not Required</i>)	
45 Hours at 4-year Institution		1-6 Elective Hours	
50% of Business Hours at UTC		Foreign Language Hours (<i>Not Required</i>)	