CLEAR PATH for ADVISING – *Marketing - Professional Sales, B.S.B.A.* 2026-2027

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: *Success Seminar: Professional Experience 1*	1	DATA 1000: *Computers in Business*	3
MATH 1130: *College Algebra* or MATH 1830: *Calculus for Mgt., Life, and Social Sciences* (Quantitative Reasoning)	3	ENGL 1020: *Rhetoric and Composition 2* (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: *Principles of Accounting 1*	3	ACC 2020: *Principles of Accounting 2*	3
DATA 2130: *Statistics for Business* (Quantitative Reasoning)	3	DATA 2140: *Data Modeling for Business*	3
ECON 1020: *Principles of Economics: Microeconomics* (Behavioral and Social Science)	3	ECON 1010: *Principles of Economics: Macroeconomics* (Behavioral and Social Science)	3
MGT 2500: *Business and Society*	3	THSP 1090: *Public Speaking* (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**
BUS 3410: *Success Seminar: Career Development*	1	BUS 3350: *Legal Environment of Business*	3
DATA 3260: *Intro. to Data Analytics and Visualization*	3	MKT 3620: *Integrated Marketing Communications*	3
ENGL 2880: *Professional Writing*	3	MKT 3650: *Consumer Behavior*	3
FIN 3020: *Essentials of Managerial Finance*	3	MKT 3180: *Int'l Marketing,* FIN 4120: *Int'l Finance,* MGT 4380: *Int'l Management,* or MGT 4950R: *Int'l Business Experience*	3
MGT 3150: *Management Concepts, Theory, and Practice*	3	Approved MKT Elective (3000-4000 Level)	3
MKT 3130: *Principles of Marketing*	3		
	16		15
Fourth Year – 27 hours			
Fall Semester:	**Hrs**	***Spring Semester:***	**Hrs**
DATA 3600: *Management Information Systems*	3	MGT 4400: *Strategic Management*	3
MKT 3630: *Professional Selling*	3	MKT 3730: *Sales Management*	3
MKT 4160: *Business Negotiations*	3	MKT 4500: *Marketing Research*	3
MKT 4610: *Marketing Problems*	3	MKT 4630: *Advanced Sales*	3
Approved MKT Elective (3000-4000 Level)	3		
	15		12

**If a student does not place into ENGL 1020 (30+ on ACT English or 670+ on SAT Read/Write), 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 *(Not Required)*	
45 Hours at 4-year Institution		1-6 Elective Hours	
50% of Business Hours at UTC		Foreign Language Hours *(Not Required)*	