



A.A. in Business Administration

to

B.B.A. in Marketing

This four-year plan provides a model for on-time completion of the B.B.A. in Marketing at UTRGV by starting at South Texas College.

Year	Fall Semester		Spring Semester	
FRESHMAN	STC Requirement	UTRGV Equivalent	STC Requirement	UTRGV Equivalent
	HIST 1301 or HIST 2327 (American History Core)	HIST 1301 or HIST 2327 (American History Core)	HIST 1302 or HIST 2328 (American History Core)	HIST 1302 or HIST 2328 (American History Core)
	ENGL 1301 (Communication Core)	ENGL 1301 (Communication Core)	ENGL 1302 (Communication Core)	ENGL 1302 (Communication Core)
	BCIS 1305 (Major)	INFS 2300 (Major)	Creative Arts Core	Creative Arts Core
	BUSI 1301 (Major)	MGMT 1301 (Major)	ACCT 2401 (Major)	ACCT 2301 (Major)
		Mathematics Core	Mathematics Core	

Year	Fall Semester		Spring Semester	
SOPHOMORE	STC Requirement	UTRGV Equivalent	STC Requirement	UTRGV Equivalent
	GOVT 2305 (Political Science Core)	POLS 2305 (Political Science Core)	GOVT 2306 (Political Science Core)	POLS 2306 (Political Science Core)
	Life & Physical Sciences Core	Life & Physical Sciences Core	Life & Physical Sciences Core	Life & Physical Sciences Core
	ECON 2301 (Social & Behavioral Science Core)	ECON 2301 (Social & Behavioral Science Core)	ECON 2302 (Major)	ECON 2302 (Major)
	ACCT 2402 (Major)	ACCT 2302 (Major)	BUSI 2305 (Major)	QUMT 2341 (Major)
		Language, Philosophy & Culture Core	Language, Philosophy & Culture Core	
		Component Area Option Core		

Year	Fall Semester	Spring Semester
JUNIOR	BLAW 3337 - Business Law I	MGMT 3361 - Principles of Management
	QUMT 3341 - Business Statistics II	MARK 4350 - Marketing Research
	FINA 3380 - Introduction to Finance	Management Information Systems elective - 3 hours
	MARK 3300 - Principles of Marketing	Ethics elective - 3 hours
	MARK 3340 - Consumer Behavior	Advanced elective - 3 hours (Choose from list)

Year	Fall Semester	Spring Semester
SENIOR	International Business elective - 3 hours	MGMT 4389 - Strategic Management
	Business Communication elective - 3 hours	MARK 4399 - Marketing Strategy (Capstone)
	Advanced elective - 3 hours (Choose from list)	Advanced elective - 3 hours (Choose from list)
	Advanced elective - 3 hours (Choose from list)	Advanced elective - 3 hours (Choose from list)
	Advanced elective - 3 hours (Choose from list)	Advanced elective - 3 hours (Choose from list)

Four-year plan aligns with the 2021-2022 programs of study.

Major Admissions Requirements

Admission requirements required for this program beyond university admission requirements.

1. Student must complete all 18 hours of Business Foundation Courses, and a minimum of 33 credit hours in the Core Curriculum including [ECON 2301](#), before applying to VCoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in [ECON 2301](#).
4. A minimum 2.6 GPA in the combined Core Curriculum, Business Foundation Core, and in any of the following completed advanced courses: [BLAW 3337](#), [QUMT 3341](#), [MARK 3300](#), and [MGMT 3361](#). This GPA calculation will include transfer coursework.
5. All students pursuing a Bachelor's degree from VCoBE, must apply for and be admitted to VCoBE before they are allowed to enroll in the Advanced Major coursework for their degree.

Major Progression Requirements

Progression requirements required for this program.

Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA, BA, and BS-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 Institutional GPA in degree plan.

Major Graduation Requirements

Specific graduation requirements required for this program beyond university bachelor's degree requirements.

1. Grade of 'C' or better in [ECON 2301](#).
2. Grades of 'C' or better in all Business Foundation courses.
3. Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA, BA, and BS-applicable courses.
4. A minimum 2.5 Institutional GPA in the combined Business Foundation; Advanced Business Core, Marketing Foundation, and Prescribed Electives coursework being used to satisfy degree requirements.
5. A minimum 2.5 Institutional GPA required for coursework being used to satisfy degree requirements.