



	<b>YOUR CLASS SCHEDULE</b>	<b>ACADEMIC ADVISING</b>	<b>ENRICHING EXPERIENCES</b>	<b>LIFELONG SUCCESS</b>
<b>Freshman</b>	<ul style="list-style-type: none"> <li>• Work on your general education/common core and lower-level business core classes.</li> <li>• Take BUSI 1301 and MATH 1324 (so you're ready to take statistics).</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in New Student Orientation</li> <li>• Meet with your Academic Advising Center Freshman Advisor before registration.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore student organizations.</li> <li>• Join a student club in business or your discipline.</li> <li>• Start getting to know other business students and the faculty.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore career options. See what's involved in getting into certain occupations that appeal to you.</li> <li>• Begin to take every opportunity you get to work on your communication skills—writing and speaking—both on and off campus. Observe others with good communication skills.</li> </ul>
<b>Sophomore</b>	<ul style="list-style-type: none"> <li>• Complete general education /common core requirements.</li> <li>• Complete the lower-level business core.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with your Academic Advisor before registration.</li> <li>• Determine if you want to pursue certification to go with your degree (Healthcare, Energy, etc.).</li> <li>• Begin thinking about major electives and business electives. See when they're offered and work out a plan for when to take them.</li> </ul>	<ul style="list-style-type: none"> <li>• Seek out positions of leadership on and off campus.</li> <li>• Practice working in teams.</li> </ul>	<ul style="list-style-type: none"> <li>• Begin attending events where you can meet employers and members of the community, and learn how to communicate with them, ask questions, and get career advice.</li> <li>• Begin to develop career goals.</li> </ul>
<b>Junior</b>	<ul style="list-style-type: none"> <li>• Work on your upper-level business core.</li> <li>• Begin taking major courses.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with your Academic Advisor before registration.</li> <li>• Decide on electives and, possibly, certification that will support your career goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep working on your spreadsheet skills.</li> <li>• Keep serving in leadership positions.</li> <li>• Kaizen! Begin implementing the concept of continuous improvement in all aspects of your life. Always strive to do things better.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep networking and exploring career options.</li> <li>• Keep practicing those communication skills.</li> <li>• Attend career-development workshops, such as resume writing and job interviewing.</li> <li>• Explore internship opportunities.</li> <li>• Attend job fairs to explore opportunities and practice interviewing.</li> </ul>
<b>Senior</b>	<ul style="list-style-type: none"> <li>• Work on your general education/common core and lower-level business core classes.</li> <li>• Take BUSI 1301 and MATH 1324 (so you're ready to take statistics).</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in New Student Orientation</li> <li>• Meet with your Academic Advising Center Freshman Advisor before registration.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore student organizations.</li> <li>• Join a student club in business or your discipline.</li> <li>• Start getting to know other business students and the faculty.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore career options. See what's involved in getting into certain occupations that appeal to you.</li> <li>• Begin to take every opportunity you get to work on your communication skills—writing and speaking—both on and off campus. Observe others with good communication skills.</li> </ul>

**UTPB students will graduate with these skills:**

- Leadership
- Management
- Communication
- Strategic-planning
- Problem-solving
- Critical-thinking
- Team-building
- Collaboration
- Analytical
- Negotiation
- Mediation
- Entrepreneurial

**Career opportunities:**

- Marketing Mgr
- Marketing Research manager
- Digital marketing
- Advertising Mgr
- Sales Mngt
- Retailing Mngt



## BBA in Marketing Suggested Degree Map

<b>Semester 1</b> ENGL 1301 English HIST 1301 History COMM 1315 Communications Creative Arts Lang/Phil/ Culture UNIV 1101	<b>16 hours</b>	<b>Semester 2</b> ENGL 1302 English HIST 1302 History MATH 1324 BUSI 1301 Principles of Business Science with Lab	<b>16 hours</b>
<b>Semester 3</b> ACCT 2301 Financial Acctg ECON 2301 Macroeconomics BUSI 2342 Statistics 2305 Political Science Science with Lab	<b>16 hours</b>	<b>Semester 4</b> ACCT 2302 Managerial Acctg ECON 2302 Microeconomics BUSI 2345 Data Analysis w Excel 2306 Political Science MNGT 3310	<b>15 hours</b>
<b>Semester 5</b> BUSI 3311 Bus Comm BUSI 3324 Bus & the Law FINA 3320 Finance MRKT 3300 Marketing ACCT/MNGT 3333 Info Systems	<b>15 hours</b>	<b>Semester 6</b> MRKT 3307 Sales Mgt MRKT 3315 Consumer Behavior MNGT 3340 Production Operations International Option Business Elective	<b>15 hours</b>
<b>Semester 7</b> MRKT 4312 Marketing Strategy MRKT 4314 Marketing Research MRKT Elective MRKT Elective Business Elective	<b>15 hours</b>	<b>Semester 8</b> MRKT Elective MRKT Elective Business Elective MNGT 4325 Strategic Management	<b>12 hours</b>