

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

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

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