

Marketing

The Bachelor of Business Administration in Marketing is designed to give students a broad foundation covering all aspects of marketing for both profit and not-for-profit organizations. The required courses in the Marketing curriculum provide a solid basis for understanding customer behavior, marketing research, promotional strategy. The Marketing curriculum is flexible enough to allow students to develop additional knowledge in any one of the elements of the marketing mix, such as promotion or channels of distribution, or develop a deeper understanding of an area of marketing such as international marketing.

Graduates of this program are prepared for entry level positions in several areas of marketing: advertising; product management; sales and sales management; marketing research; business-to-business marketing; marketing planning; and services marketing. Since marketing is a key function in all organizations regardless of size, the move toward increased globalization requires all firms to adopt a customer orientation focused on developing relationships with customers while satisfying their needs. A marketing-oriented firm requires employees to integrate the marketing mix into their business plan. A student with a Marketing degree from the University of Houston-Downtown brings this perspective to their job. The marketing program builds upon a sound general education base and combines courses in accounting, economics, management, computer-based information systems, and finance with marketing courses.

All students seeking a BBA in Marketing must complete the general core, the College of Business core, as well as the marketing requirements. The total minimum hours required for the BBA is 120.

The staff members in the Academic Student Services Office at the UC assist all students in determining which program of study to pursue. This includes providing information about the variety of programs available, reviewing transcripts to aid in identifying any courses to be completed before entering the program of choice, and serving as liaison between the student and university program representatives. Students who have already earned an associate's degree or have a substantial number of college academic credit hours should contact the Academic Student Services Office for advising and to begin the transfer admission process for the university offering the degree program they desire to pursue.

This brochure was created by the Academic Student Services Office based on information from the partner university.

For more information, please contact the Academic Student Services Office at the University Center:

281.618.7140 or 936.273.7510

E-mail: UC@LoneStar.edu

Internet: LoneStar.edu/UniversityCenter

3232 College Park Drive
The Woodlands, TX 77384

Marketing

Bachelor of Business Administration

UH-Downtown



**Marketing-Bachelor of Business
Administration
University of Houston-Downtown**

<u>UHD</u> <u>Course #</u>	<u>UHD Course Title</u>	<u>LSCS</u> <u>Course #</u>
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Communications (6 hrs)

ENG 1301	Composition I	ENGL 1301
ENG 1302	Composition II	ENGL 1302

Speech (3 hrs)

SPCH 3306	Business & Professional Speech	
or SPCH 1304	Introduction to Speech Communication	SPCH 1311 or SPCH 1315

Mathematics (3 hrs)

MATH 1301	College Algebra	MATH 1314
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Natural Sciences (6 hrs) *8 hours required for the Associate of Arts

BIOL 1301	General Biology I	BIOL 1406
or BIOL 1302	General Biology II	BIOL 1407
or BIOL 1303	Human Anatomy & Physiology I	BIOL 2401
or BIOL 1304	Human Anatomy & Physiology II	BIOL 2402
or BIOL 1308	Life Science I	
or BIOL 1309	Life Science II	
or CHEM 1305	Introduction Chemistry I	CHEM 1405
or CHEM 1306	Introduction Chemistry II	CHEM 1419
or CHEM 1307	Chemistry I	CHEM 1411
or CHEM 1308	Chemistry II	CHEM 1412
or GEOL 1305	Physical Geology	GEOL 1403
or GEOL 1306	Historical Geology	GEOL 1404
or NS 1310	Life Science Studies	
or NS 1311	Earth & Environmental Science	
or NS 1312	Physical Science Studies	
or PHYS 1305	Descriptive Astronomy Solar System	
or PHYS 1306	Descriptive Stellar & Galactic Astronomy	
or PHYS 1307	General Physics I	PHYS 1401
or PHYS 1308	General Physics II	PHYS 1402
or PHYS 2401	Physics I	PHYS 2425
or PHYS 2402	Physics II	PHYS 2426

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Humanities-literature courses (3 hrs)

ENG 2301	Literature Western World	ENGL 2332
or ENG 2302	Literature Western World: Neo-Classicism to Modern	ENGL 2333
or ENG 2311	American Literature to 1865	ENGL 2327
or ENG 2312	American Literature from 1865	ENGL 2328
or ENG 2313	British Literature to 1800	ENGL 2322
or ENG 2314	British Literature from 1800	ENGL 2323

Visual & Performing Arts (3 hrs)

ART 1301	History of Art I	ARTS 1303
or ART 1302	History of Art II	ARTS 1304
or ART 1310	Art Appreciation	ARTS 1301
or DRA 1301	Introduction to Theater	DRAM 1310
or DRA 3303	History of Theater I	
or DRA 3304	History of Theater II	
or MUS 2301	Music Appreciation to 1750	MUSI 1308
or MUS 2302	Music Appreciation from 1750	MUSI 1309

History (6 hrs)

HIST 1305	U.S. History to 1877	HIST 1301
HIST 1306	U.S. History after 1877	HIST 1302

Political Science (6 hrs)

POLS 2303	U.S. Government I	GOVT 2301
POLS 2304	U.S. Government II	GOVT 2302

Behavioral Sciences (3 hrs)

ANTH 2301	Physical Anthropology	
ANTH 2302	Cultural Anthropology	
CJ 1301	Crime, Law & Society	CRIJ 1301
ECO 1301	Intro to Economics	
GEOG 1301	Intro to Geography	
GEOG 1302	World Geography	GEOG 1303
PSY 1303	General Psychology	PSYC 2301
SOC 1303	Prin. of Sociology	SOCI 1301

Computer Literacy (3 hrs)

CIS 1301	Introduction to Computer	COSC 1401
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Core Requirements

42 hrs

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Business Core Requirements (48 hrs)

MATH 1305	Finite Math	MATH 1324
MATH 1306	Fundamentals of Calculus with Applications	MATH 1325
ACC 2301	Financial Accounting	ACCT 2401
ACC 2302	Managerial Accounting	ACCT 2402
ECO 2301	Principles of Economics I	ECON 2301
ECO 2302	Principles of Economics II	ECON 2302
BA 3300	Business Cornerstone	
BA 3301	Legal Environment of Business	
CIS 3302	Management Information Systems	
FIN 3302	Business Finance	
STAT 3309	Statistical Analysis for Business	
MGT 3301	Management of Organizations	
MGT 3332	Quantitative Decision Making	
BA 3350	Business Communications	
MKT 3301	Principles of Marketing	
BA 4302	Business Strategy	

Marketing Major Requirements (9 hrs)

MKT 4305	Consumer Behavior
MKT 4306	Marketing Research
MKT 4309	Marketing Management & Strategy

Choose 12 hours from the following courses:

MKT 3302	Personal Selling
MKT 3303	Business Marketing
MKT 3304	International Marketing
MKT 3305	Promotional Strategy
MKT 3310	Marketing Channels
MKT 3330	Retail Management
MKT 3399	Directed Study in Marketing
MKT 4301	Electronic Marketing
MKT 4304	Supply Chain Logistics Management
MKT 4308	Exporting & Importing
MKT 4310	Seminar in Retail Management
MKT 4390	Selected Topics in Marketing

Upper Level Business Electives (6hrs)

Upper Level Non-Business Electives (3hrs)

Total Hours

120*

(See LSCS catalog for more details on Associate's Degreee.)

*See UHD catalog for any changes