

Bachelor of Business Administration Degree in Marketing with a Tourism Concentration

The minimum number of semester credit hours required for this degree is 120, at least 39 of which must be at the upper-division level.

All candidates seeking this degree must fulfill the Core Curriculum requirements, the Common Body of Knowledge (CBK) requirements, and the degree requirements, which are listed below.

Core Curriculum requirements: Students seeking the Bachelor of Business Administration degree in Marketing with a Tourism Concentration must fulfill University Core Curriculum requirements in the same manner as other students. The courses listed in the table below satisfy both degree requirements and Core Curriculum requirements; however, if these courses are taken to satisfy both requirements, then students may need to take additional courses in order to meet the minimum number of semester credit hours required for this degree. For a complete listing of courses that satisfy the Core Curriculum requirements, see pages 5–9 of this catalog.

Core Curriculum Component Area	Courses that Satisfy Core Curriculum and Degree Requirements
Communications	English Rhetoric/Composition (6 semester credit hours) All students must take the following six hours to meet this core requirement: WRC 1013 Freshman Composition I WRC 1023 Freshman Composition II
Mathematics	Mathematics (3 semester credit hours) MAT 1033 Algebra with Calculus for Business
Natural Sciences	Science (6 semester credit hours) Three hours from Level One and three hours from Level Two under the appropriate sections in the list of core courses will satisfy this core requirement.
Humanities & Visual and Performing Arts	Literature (3 semester credit hours) Any three hours listed under this section in the list of core courses will satisfy this core requirement. The Arts (3 semester credit hours) Any three hours listed under this section in the list of core courses will satisfy this core requirement.
Social and Behavioral Sciences	United States History and Diversity (6 semester credit hours) Any six hours listed under this section in the list of core courses will satisfy this core requirement. Political Science (6 semester credit hours) POL 1013 Introduction to American Politics, plus three additional hours listed under this section in the list of core courses will satisfy this core requirement. Social and Behavioral Science (3 semester credit hours) Any three hours listed under this section in the list of core courses will satisfy this core requirement. Economics (3 semester credit hours) ECO 2013 Introductory Macroeconomics
World Society and Issues	(3 semester credit hours) Any three hours listed under this section in the list of core courses will satisfy this core requirement.

Common Body of Knowledge (CBK)

All students seeking a B.B.A. degree in the College of Business must complete the following Common Body of Knowledge (CBK) courses in addition to the Core Curriculum.

Course or Requirement			Semester Credit Hours
ACC	2013	Principles of Accounting I	3
ACC	2033	Principles of Accounting II	3
BLW	3013	Business Law	3
COM	1053	Business and Professional Speech	3
ECO	2013	Introductory Macroeconomics (satisfies Economics Core Curriculum requirement)	3
ECO	2023	Introductory Microeconomics	3
FIN	3014	Principles of Business Finance	4
GBA	2013	Social and Ethical Issues in Business	3
IS	1403	Business Information Systems Fluency	3
IS	3003	Principles of Information Systems for Management	3
MAT	1033	Algebra with Calculus for Business (satisfies Mathematics Core Curriculum requirement) (Actuarial Science majors must take MAT 1214 in lieu of MAT 1033)	3
MGT	3003	Business Communication and Professional Development	3
MGT	3013	Introduction to Organization Theory, Behavior, and Management	3
MGT	4893	Management Strategy (taken in semester of graduation)	3
MKT	3013	Principles of Marketing	3
MS	1023	Business Statistics with Computer Applications I (Actuarial Science majors must take STA 1053 in lieu of MS 1023)	3
MS	3043	Business Statistics with Computer Applications II (Actuarial Science majors must take STA 3003 in lieu of MS 3043)	3
MS	3053	Management Science and Operations Technology	3

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following degree requirements.

Degree Requirements

A. 21 required upper-division semester credit hours in the major:

12 hours of required courses:

MKT	3063	Personal Selling
MKT	3083	Marketing Research
MKT	4093	Consumer Behavior
MKT	4893	Marketing Capstone

9 additional semester hours of tourism courses chosen from the following:

BLW	4153	Tourism Law
MKT	2123	Survey of the Tourism Industry
MKT	3103	Tourism Marketing
MKT	4143	Sports Marketing
MKT	4543	Tourism Destination Marketing
MKT	4813	Special Topics in Tourism
MKT	4923	Independent Study in Tourism (requires Program Director's approval)
MKT	4943	Internship in Tourism (requires Program Director's approval)

B. 3 semester credit hours of support work within the College of Business chosen from the following:

ECO	3033	Economics of Managerial Decisions
FIN	3033	Principles of Investment
MGT	3253	Interpersonal Communication
MGT	3613	Managing Human Resources
MGT	3803	Strategic Management of Nonprofit Organizations
MS	4353	Service Operations Management

C. 3 semester credit hours of supporting coursework outside the College of Business from the following:

COM	2113	Public Speaking
COM	3633	Professional Presentation

D. 2 additional semester credit hours of electives

Course Sequence Guide for B.B.A. Degree in Marketing with Tourism Concentration

This course sequence guide is designed to assist students in completing their UTSA undergraduate business degree requirements. *This is merely a guide and students must satisfy other requirements of this catalog and meet with advisors in the College of Business Undergraduate Advising Center for individualized degree plans.* Progress within this guide depends upon such factors as course availability, individual student academic preparation, student time management, work obligations, and individual financial considerations. Students may choose to take courses during Summer terms to reduce course loads during long semesters.

First Semester	Credit Hours
History core	3
MAT 1033*	3
Social & Behavioral Science core	3
The Arts core	3
WRC 1013	3
	15

Second Semester	Credit Hours
COM 1053	3
History core	3
IS 1403	3
Science core - Level I	3
WRC 1023	3
	15

Third Semester	Credit Hours
ACC 2013	3
ECO 2013**	3
Literature core	3
MS 1023	3
POL 1013	3
	15

Fourth Semester	Credit Hours
ACC 2033	3
ECO 2023**	3
MS 3043	3
POL 1133 or POL 1213	3
Science core - Level II	3
	15

Fifth Semester	Credit Hours
GBA 2013	3
IS 3003	3
MGT 3003	3
MKT 3013	3
MS 3053	3
	15

Sixth Semester	Credit Hours
BLW 3013	3
FIN 3014	4
MGT 3013	3
MKT 3063	3
MKT 4093	3
	16

Seventh Semester	Credit Hours
COM 2113 or COM 3633	3
MKT 3083	3
Tourism elective	3
Tourism elective	3
Support work elective	3
	15

Eighth Semester	Credit Hours
Free elective	2
MGT 4893	3
MKT 4893	3
Tourism elective	3
World Society and Issues core	3
	14

*Beginning math course will be determined by Math Placement Test scores.

**ECO 2013 and ECO 2023 may be taken in either sequence.