

Marketing-Bachelor of Business Administration

University of Houston-Downtown

<u>UHD Course #</u>	<u>UHD Course Title</u>	<u>NHMCCD Course #</u>
<i>010 Communications (9 hrs)</i>		
ENG 1301	Composition I	ENGL 1301
ENG 1302	Composition II	ENGL 1302
SPCH 3306	Business & Professional Speech	
or SPCH 1304	Introduction to Speech Communication	SPCH 1311 or SPCH 1315
<i>020 Mathematics (3 hrs)</i>		
MATH 1301	College Algebra	MATH 1314
<i>030 Natural Sciences (6 hrs) *8 hours required for the Associate of Arts</i>		
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

Humanities and Visual & Performing Arts (6 hrs)

040 Humanities-literature courses (3 hrs)

ENG 2301	Literature Western World	ENGL 2332*
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<u>UHD Course #</u>	<u>UHD Course Title</u>	<u>NHMCCD Course #</u>
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

050 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	MUSI1309

Social & Behavioral Sciences (15 hrs)

060 History (6 hrs)

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

070 Political Science (6 hrs)

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

080 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*

090 Computer Literacy (3 hrs)

CIS 1301	Introduction to Computer (or equivalent)	COSC 1401
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Business Core Requirements

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

<u>UHD Course #</u>	<u>UHD Course Title</u>	<u>NHMCCD Course #</u>
ENG 3302	Business & Technical Report Writing	
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	
MATH 3309	Statistical Analysis for Business	
MGT 3301	Management of Organizations	
MGT 3332	Quantitative Decision Making	
ADM 4301	Business Communications	
MKT 3301	Principles of Marketing	
BA 4302	Business Strategy	

Marketing major requirements

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 Strategy
MKT 4390	Selected Topics in Marketing

Upper Level Business Electives (6 hrs)

3000 & 4000 level

Upper Level Electives Outside the College of Business (6 hrs)

3000 & 4000 level

Satisfactory completion of Junior Writing Proficiency Exam required for the Bachelor of Business Administration.

Students pursuing an Associate of Arts from NHMCCD must take one KINE activity course. (KINE is not required at UHD.)

*Meets the multicultural requirement for the Associate of Arts degree.

Bold courses are a part of the associate of arts degree. Completion of these and some additional coursework will lead to an associate of arts degree. See NHMCCD catalog for more details.