

# Marketing (BBA) 4-Year Degree Plan

This document is offered as an aid only for planning a Terry College of Business degree plan. Many factors affect a course scheduling sequence. *Additional General Elective hours may be needed to meet the UGA 120-hour requirement (not including PEDB credit).* Additional Upper Division Elective hours may be needed to meet the UGA 39-hour requirement of upper division coursework. An honors/online equivalent or study abroad coursework may satisfy requirements in the 4-year degree plan. See UGA Bulletin <http://www.bulletin.uga.edu/> for details.

## YEAR ONE

Fall Courses	Hours	Spring Courses	Hours
ENGL 1101 (Area I)	3	ENGL 1102 (Area I)	3
MATH 1113 (Area I; <i>Terry major entrance requirement</i> )	3	Quantitative Reasoning (Area III)	3
Science (Area II)	3	Lab Science (Area II)	4
World Language/Culture (Area IV)	3	World Language/Culture (Area IV)	3
Social Science (Area V)	3	Social Science (Area V)	3
FYOS (First Year Odyssey for first-year students)	1		
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>

## YEAR TWO

APPLY TO TERRY MAJOR DURING THIS TERM ↓

Fall Courses	Hours	Spring Courses	Hours
ACCT 2101 (Area VI)	3	ACCT 2102 (Area VI)	3
ECON 2105 (Area VI)	3	ECON 2106 (Area VI)	3
MIST 2090 (Area VI)	3	LEGL 2700 (Area VI)	3
World Language/Culture (Area IV)	3	Humanities and the Arts (Area IV)	3
Social Science (Area V)	3	MSIT 3000 ( <i>Terry major entrance requirement</i> )	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

## YEAR THREE

Fall Courses	Hours	Spring Courses	Hours
MARK 3000	3	MARK Major Required (MARK 4000)	3
FINA 3000	3	MARK Major Required (MARK 4100)	3
MGMT 3000	3	Upper Division General Elective	3
Upper Division General Elective ( <i>Terry prefix in residence</i> )	3	BUSN 4000	3
Arts and Sciences Elective ( <i>ECON 2100 or 2200 preferred</i> )	3	Arts and Sciences Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

### Note: MARK 4800 (Internship)

*Internship credit may satisfy a MARK Major Related course or an Upper Division General Elective.*

## YEAR FOUR

Fall Courses	Hours	Spring Courses	Hours
MARK Major Related	3	MARK Major Required (MARK 4900)	3
MARK Major Related	3	MARK Major Related	3
MARK Major Related	3	Upper Division General Elective	3
Upper Division General Elective	3	Arts and Sciences Elective/General Elective	4
Arts and Sciences Elective	3	PEDB ( <i>may be added to any semester</i> )	1
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>14</b>

### Entrance Requirements to Major

Completed or currently enrolled in Core Areas I-VI • Successful completion or exemption of MATH 1113 • Successful completion of ACCT 2101 • Completed or currently enrolled in MSIT 3000 • Good academic standing (2.0 cumulative UGA GPA) • Overall GPA of 2.6 • ETS Proficiency Profile test

### Marketing and International (IB) Business Co-major

Students considering a Terry (IB) co-major must either be enrolled in or have completed the third (or higher) level of the same language • Earn a minimum grade of "B" (3.0) in each language course • Earn a minimum grade of "B" (3.0) in ACCT 2101 • Earn an average grade of "B" (3.0) in all ECON courses combined

### Terry College and UGA Graduation Requirements

Terry College Residency (30 hours of Terry coursework satisfied through UGA) • Terry Communications requirement (BUSN 4900 or COMM 1110 or COMM 1500 or COMM 3200) • Terry Economics requirement (ECON 2100 or ECON 2200) • 2.00 Terry College GPA (Terry College prefix courses) • Grades of "C" or better in all major courses • 2.0 UGA GPA • 2.0 Overall GPA • UGA Residency (45 of last 60 hours earned through UGA, not including PE) • United States and Georgia History • Federal and Georgia Constitution • Environmental Awareness • Cultural Diversity • Experiential Learning • Physical Education