



# MARKETING

Bachelor of Business Administration  
H-E-B School of Business & Administration

## Program Overview

The Marketing program is designed for students who plan to assume managerial responsibilities in the broad field of marketing disciplines, such as advertising, brand management, consumer behavior, marketing management, market research, not-for-profit marketing, retailing, sales, social media and services marketing. Today's dynamic global environment requires not only that Marketing graduates understand the impact of "how and why" consumers buy products and services, but also that they are aware of and appreciate domestic and global social issues and the role of business in addressing them. UIW graduates understand the importance of being able to apply marketing concepts and tools in a dynamic problemsolving context. Likewise, Marketing students develop the analytical, critical thinking, communication, teamwork, and leadership skills that are needed in the 21st Century marketplace, as well as the ability to think creatively and act ethically to address issues of concern in the ever-changing business world.

## Career Opportunities

A career in Marketing offers constant challenge, stimulating problems, the chance to be analytical and creative, the opportunity to work with people, and excellent advancement opportunities. Marketing skills are highly valued as companies and industries face a highly competitive and changing macro-environment. Hence, marketing managers are needed to understand in depth and respond to diverse customer interests and their buying habits. This is what creates customer value, maintains customer satisfaction, and fosters customer loyalty. Successful graduates of the Marketing program can find employment opportunities in small, midsize, and large companies, doing business in local, regional, national, and international markets. Career paths include the fields of advertising, Integrated Marketing Communications, media planning or buying, social media, market research, e-business, retail, and not-for-profit activities.

## Special Programs

Business majors are encouraged to take advantage of the many on-campus student organizations and study abroad opportunities offered through the School of Business. Joining an on-campus organization, such as the Business Club, allows business students to meet one another, seek leadership positions, and network with experienced business faculty and members of the community. International travel gives students the perspective and experiences to become globally aware business leaders.

## Contact

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## Website

[www.uiw.edu/hebsba/bachelor-of-business/marketing.html](http://www.uiw.edu/hebsba/bachelor-of-business/marketing.html)

**Bachelor of Business Administration in Marketing**  
**H-E-B SCHOOL OF BUSINESS & ADMINISTRATION**  
**2015-2017**

<b>Freshman Year: Fall</b>		<b>Hrs.</b>
MATH 1304 College Algebra	3	3
DWHP 1200 Dimensions of Wellness	2	2
ENGL 1311 Composition I	3	3
PHIL 1381 Intro to Philosophy	3	3
ECON 2301 Principles of Macroeconomics	3	3
PEHP PE Activity	1	1
<b>Total hours</b>		<b>15</b>
<b>Sophomore Year: Fall</b>		
ENGL 2310 World Literature Studies	3	3
ACCT 2312 Principles of Accounting II	3	3
MIS 2321 Intro to Information Systems	3	3
RELS Religion Course	3	3
Modern Language I	3	3
<b>Total hours</b>		<b>15</b>
<b>Junior Year: Fall</b>		
BMGT 3340 Management Theory and Practice	3	3
BMGT 3370 Business Statistics	3	3
BMKT 3377 Consumer Behavior	3	3
BMKT Marketing Concentration Elective	3	3
BLAW 3317 Business Law	3	3
<b>Total hours</b>		<b>15</b>
<b>Senior Year: Fall</b>		
BMKT 4375 Market Research	3	3
BMKT Marketing Concentration Elective	3	3
BMGT 4380 Integ. Bus. Analysis/Dec. Making I	3	3
General Elective	3	3
General Elective	3	3
<b>Total hours</b>		<b>15</b>

<b>Freshman Year: Spring</b>		<b>Hrs.</b>
ENGL 1312 Composition II	3	3
ECON 2302 Principles of Microeconomics	3	3
ACCT 2311 Principles of Accounting I	3	3
HIST History Course	3	3
Fine Arts	3	3
<b>Total hours</b>		<b>15</b>
<b>Sophomore Year: Spring</b>		
MIS 2325 Information Management Applications	3	3
BMKT 3331 Principles of Marketing	3	3
RELS/PHIL	3	3
Science with Lab	3	3
Modern Language II	4	4
<b>Total hours</b>		<b>16</b>
<b>Junior Year: Spring</b>		
BFIN 3321 Principles of Financial Management	3	3
BINT 3331 International Business Management	3	3
BMGT 3371 Management Science	3	3
BMKT Marketing Concentration Elective	3	3
General Elective	3	3
<b>Total hours</b>		<b>15</b>
<b>Senior Year: Spring</b>		
BMGT 4381 Integ. Bus. Analysis/Dec. Making II	3	3
BMKT 4390 Marketing Management	3	3
BMKT Marketing Concentration Elective	3	3
General Elective	3	3
General Elective (2 Credit Hours)	2	2
<b>Total hours</b>		<b>14</b>

**Core Curriculum - Total Hours 54**  
**Major - Total Hours 66**  
**Degree - Total Hours 120**