



G. Brint Ryan College of Business

B.B.A. Marketing

2025-2026

This four-year plan provides a model for on-time completion of this UNT program. Texas Common Course Numbering System (TCCNS) show how course transfers apply to UNT degree requirements. The four-year plan also shows the first point when no TCCNS options are available for this program. See the current [Undergraduate Catalog](#) for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

First Year Fall		First Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
UNT Core: Language, Philosophy & Culture	See list of approved courses	BCIS 2610	BCIS 1305 or 1405
ENGL 1310	ENGL 1301	PSCI 2306	GOVT 2306
PSCI 2305	GOVT 2305	ECON 1100	ECON 2302
Prerequisite for MATH 1190 or 1710 (if needed) ³ , or Elective	Consult UNT advisor	ENGL 1320 or TECM 2700	ENGL 1302 or 2311
Elective	Consult UNT advisor	MATH 1190 or 1710	MATH 1325, or 2313 or 2413
BUSI 1200 ²	BUSI 1301		

Second Year Fall		Second Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
UNT Core: American History	See list of approved courses	UNT Core: American History	See list of approved courses
UNT Core: Life & Physical Sciences	See list of approved courses	UNT Core: Life & Physical Sciences	See list of approved courses
UNT Core: Creative Arts	See list of approved courses	ACCT 2020	ACCT 2302 or 2402
ACCT 2010	ACCT 2301 or 2401	COMM 1010 or TECM 2700	SPCH 1311 or 1321, or ENGL 2311
ECON 1110	ECON 2301	DSCI 2710	BUSI 2305

Third Year Fall		Third Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
BCIS 3610	N/A	BLAW 3430	N/A
BUSI 3100	N/A	Supporting Field Course ¹ (Advanced)	N/A
MGMT 3660	N/A	FINA 3770	N/A
DSCI 3710	N/A	MKTG 3700	N/A
MGMT 3720	N/A	MKTG 4280	N/A
MKGT 3650	N/A		

¹ Advanced Supporting Field Course options include 3000-level or 4000-level marketing courses.

² Per the Texas Direct Field of Study, **BUSI** 1301 is an approved substitution for **BUSI** 1200. See the Tier One Courses section on page 3 for more information.

³ **MATH** 1324 should be chosen if pursuing the Texas Direct Field of Study. See the Tier One Courses section on page 3 for more information.



G. Brint Ryan College of Business

B.B.A. Marketing

2025-2026

Fourth Year Fall		Fourth Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
MKTG 3710	N/A	MGMT 4940	N/A
MKTG 3720	N/A	MKTG 4890	N/A
MKTG 3881	N/A	Supporting Field Course ¹ (Advanced) (MKTG 4800 is recommended)	N/A
MKTG 4120	N/A	Elective	Consult UNT advisor
MKTG 4330	N/A	Supporting Field Course ¹ (Advanced)	N/A

¹ Advanced Supporting Field Course options include 3000-level or 4000-level marketing courses.



G. Brint Ryan College of Business

B.B.A. Marketing

2025-2026

All students admitted to the G. Brint Ryan College of Business undergraduate program:

- Enter a tiered progression program and are placed into one of two tiers: Pre-Business & Business Undergraduate, or Declared Business Major. See "Tiered Profession Program" for detailed information.
- Are responsible for integrating University Core and Pre-Business courses into their schedule simultaneously for course sequencing and timely graduation purposes. See the four-year plan for scheduling suggestions.

Courses Recommended for Transfer

The UNT Core requirements are shown with Texas Common Course Numbering System values only when UNT offers equivalent courses. There may be other courses in transfer that apply toward the specific degree requirement, but those listed are known to apply.

UNT Core: Communication

This requirement will be met by fulfilling the B.B.A. Marketing major requirements.

UNT Core: Mathematics

This requirement will be met by fulfilling the B.B.A. Marketing major requirements.

UNT Core: Life and Physical Sciences

For students **not** majoring in Science, Mathematics, or Engineering, completing two courses from the list below is recommended (Consult UNT advisor for more options).

- | | |
|---------------------------------|---------------------------------|
| • ANTH 2401 or 2301/2101 | • GEOL 1403 or 1303/1103 |
| • ASTR 1403 or 1303/1103 | • PHYS 1403 or 1303/1103 |
| • ASTR 1404 or 1304/1104 | • PHYS 1404 or 1304/1104 |
| • BIOL 1408 or 1308/1108 | • PHYS 1410 or 1310/1110 |
| • BIOL 2406 or 2306/2106 | • PHYS 1415 or 1315/1115 |
| • GEOL 1401 or 1301/1101 | |

UNT Core: American History

Two courses chosen from: **HIST** 1301, 1302, 2301

UNT Core: Government/Political Science

GOVT 2305 and 2306

UNT Core: Creative Arts

One course chosen from: **ARTS** 1301 or 1304; **DRAM** 1310; **MUSI** 1306 or 1307; **SPCH** 2341

UNT Core: Language, Philosophy and Culture

One course chosen from: **ARTS** 1303; **ENGL** 2321, 2326, 2331, 2341, or 2351; **HIST** 2321 or 2322; **PHIL** 1301, 1304, 2303, or 2306

UNT Core: Social and Behavioral Sciences

This requirement will be met by fulfilling the B.B.A. Marketing major requirements.

UNT Core: Core Option Courses

This requirement will be met by fulfilling the B.B.A. Marketing major requirements.

G. Brint Ryan College of Business: Tier One Courses

TCCNS options:

- **ACCT** 2301 or 2401
- **ACCT** 2302 or 2402
- **BCIS** 1305 or 1405
- **BUSI** 1301 (per Texas Direct, **BUSI** 1301 taken prior to becoming a UNT student will be accepted)
- **BUSI** 2305 (per the Texas tuning, **MATH** 1342 taken prior to becoming a UNT student will be accepted)
- **ECON** 2301 & 2302 (also fulfills the Social & Behavioral Sciences core requirement and a portion of the Core Option Courses core requirement)
- **ENGL** 1301 (also fulfills a portion of the Communication core requirement)
- **ENGL** 1302 & 2311, or **ENGL** 1302 or **ENGL** 2311 & **SPCH** 1311 or 1321 (approved substitution and also fulfills a portion of the Communication core requirement and a portion of the Core Option Courses core requirement)
- **MATH** 1325 or 2313 or 2413 (also fulfills the Mathematics core requirement)

With the exception of **SPCH** 1311 or 1321, a grade of 'C' or higher is required in all Tier One courses.

Courses listed above are TCCNS options and do not include all courses required for the B.B.A. Marketing major.

G. Brint Ryan College of Business: Foundation Courses

No TCCNS options available.

Marketing: Professional Field & Supporting Field Courses

No TCCNS options available.

The supporting field can be varied to meet the needs of students seeking specialized training toward career objectives in marketing management, sales management, retail management, logistics and professional selling.

G. Brint Ryan College of Business: Grad Track Options

The B.B.A. Marketing major has grad track options leading to an M.B.A. in Business Administration, or an M.B.A. in Management. For more information, review the UNT undergraduate catalog and consult a UNT advisor.



G. Brint Ryan College of Business

B.B.A. Marketing

2025-2026

G. Brint Ryan College of Business: Additional Requirements

Academic requirements for graduation with a BBA from the G. Brint Ryan College of Business include:

- A minimum of 2.0 UNT cumulative GPA (all courses completed at UNT)
- A minimum 2.0 overall GPA (combined UNT and transfer GPA)

A candidate for the degree must complete 33 hours of business administration courses in residence, of which 15 hours must be in the professional field of study.

The G. Brint Ryan College of Business will not grant upper-division (3000–4000-level) degree credit for any transfer course taken at the lower division. Upper-division course work transferred from a regionally accredited four-year institution will be evaluated on an individual course basis to determine applicable degree credit.

Registration for any junior- or senior-level course should be authorized by an advising clearance form or a formal degree plan.

The applicability to a degree plan of all credits being transferred and/or awarded by placement or credit by examination must be determined in the dean's office either prior to enrollment at UNT or during the first term/semester of residence.

It is the student's responsibility to meet all course prerequisites listed in the current catalog prior to enrollment in any course.

A grade of 'C' or higher must be earned on each business administration foundation course completed in residence or transferred to UNT.

Individual departments may have higher graduation and/or entrance standards (see departmental sections of catalog).

An application for a formal degree plan must be submitted after 60 hours of course work (including the pre-business requirements) have been completed.

Additional academic standards and requirements are outlined in the G. Brint Ryan College of Business page in the [UNT catalog](#).

G. Brint Ryan College of Business: Degree Progress/Major Dismissal

Students who have been accepted to a business degree program must maintain satisfactory progress. Declared business majors are subject to dismissal from a business degree program and may not be permitted to enroll for additional courses in that major if they receive any combination of grades of 'D' or 'F' in two attempts of the same course in the professional field and supporting field courses in their degree program.

G. Brint Ryan College of Business: Tiered Progression Program

All students new to UNT's G. Brint Ryan College of Business are placed into one of two tiers:

Tier One: Pre-Business & Business Undergraduate

Level One: Pre-Business (PBUS): All students entering the G. Brint Ryan College of Business for a BBA degree are admitted under pre-business (PBUS). This designation will include all new, transfer and continuing students who have not yet declared an official G. Brint Ryan College of Business major. In addition to the requirements listed below, all pre-business prerequisite courses require a minimum grade of 'C'. A PBUS student must have the following:

- Completion of three courses from the following quantitative pre-business prerequisite UNT courses: college-level math, **ACCT 2010**, **ACCT 2020**, **DSCI 2710**, **ECON 1100**, **ECON 1110**
- Earn a minimum of 2.66 GPA (example of two Bs and one C) in the three courses completed under the list above
- It is recommended that **BUSI 1200** be completed (with a required 'C' or higher) prior to progressing to Tier One: Level 2.

Once the above eligibility requirements are met, students must meet with an academic advisor to be changed officially to a Business Undergraduate (BUND) student (Level Two).

Students who are unable to progress to BUND status at the completion of 45 UNT attempted hours (this includes all attempts of all UNT courses) are subject to dismissal from the G. Brint Ryan College of Business. Advisors will consult with each student prior to and at the time of dismissal and will refer to resources and other programs which can better serve the students' needs.

UNT continuing students changing to PBUS from another UNT major, and students transferring from another institution with 45 or more hours, must progress to BUND within two semesters, or will be subject to dismissal from the G. Brint Ryan College of Business.

Tier One: Pre-Business & Business Undergraduate

Level Two: Business Undergraduate (BUND): BUND students must meet the following requirements to progress to Tier One: Level Two:

- Completion of at least 45 semester hours
- Completion of the following pre-business and communication courses with minimum grade of 'C' and a pre-business GPA of 2.7 on these 9 UNT courses (or equivalent): **ACCT 2010**, **ACCT 2020**, **BCIS 2610**, **DSCI 2710**, **ECON 1100**, **ECON 1110**, **ENGL 1310**, **ENGL 1320** or **TECM 2700**, **MATH 1190** or **MATH 1710**
- Completion of **BUSI 1200** with a 'C' or higher
- Possess a 2.0 UNT GPA to file a degree plan for BBA and BS degrees in the G. Brint Ryan College of Business

Once the above eligibility requirements are met, BUND students must meet with an academic advisor to file for an official degree plan and move to Tier Two.

PBUS and BUND students are restricted to lower-level (1000/2000) business courses.

Tier Two: Declared Business Major:

Students who meet all requirements for Tier Two receive clearance into upper-level (3000/4000) business courses (business foundation and professional field) after meeting with an advisor to file for the official degree plan (BBA with declared professional field).

Students in Tier Two are strongly encouraged to meet with their departmental advisor.

Tier Two students must meet all degree and graduation requirements as outlined under the G. Brint Ryan College of Business Academic Standards and UNT.

Students must meet all prerequisites for upper-level business courses as stated in the current catalog.

Tier Two students must apply for graduation by the deadline posted in the Academic Calendar.



G. Brint Ryan College of Business

B.B.A. Marketing

2025-2026

Special Notes

Hours Required and General/College Requirements: A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Business Administration degree as specified in the General University Requirements section of the UNT catalog and the G. Brint Ryan College of Business requirements.

UNT Core Curriculum/Transfer of Core Curriculum: UNT complies with the mandate of the Texas Legislature regarding [Core requirements](#) for state-assisted institutions. Students who successfully complete the common core curriculum (in whole or in part) at a Texas state-assisted institution of higher education are eligible to transfer as “core complete” for those categories in the UNT University Core Curriculum.

Individual academic programs may require courses contained in parts of the University Core Curriculum. Students who wish to take courses that will fulfill both core and major/program requirements simultaneously should check with academic advisors for assistance in selecting core courses.

Choice of Catalog: Any student transferring directly from a Texas public community college to UNT shall have the same choice of catalog designating degree requirements as the student would have had if the dates of attendance at the university had been the same as the dates of attendance at the community college.

The G. Brint Ryan College of Business is accredited by the AACSB International – The Association to Advance Collegiate Schools of Business.

The G. Brint Ryan College of Business required curriculum and policies are located in the [undergraduate catalog](#) under the corresponding catalog year.

For additional program and contact information, visit the G. Brint Ryan College of Business Student Advising website at <https://cob.unt.edu/undergrad>.