

## 2015-2016 Outline for Marketing Major (B.S.B.A.)

### Common Program Prerequisites (18-21 credits)

(Must earn a "C" or better in each prerequisite course)		Credits	Grade
<b>ACG 2021</b>	<b>Financial Accounting</b>	3	_____
PR: Sophomore Standing & MAC 1105			
<b>ACG 2071</b>	<b>Managerial Accounting</b>	3	_____
PR: ACG 2021			
<b>ECO 2013</b>	<b>Macroeconomics</b>	3	_____
<b>ECO 2023</b>	<b>Microeconomics</b>	3	_____
<b>ECO 3401</b>	<b>Quantitative Business Tools I</b>	3	_____
PR: MAC 1105			
<b>CGS 2100C</b>	<b>Computer Fund. For Business</b>	3	_____
***ECO 3401 can be substituted with a "C" or better in MAC 2233 & STA 2023***			

### Business Core (31 credits)

**Primary Core:** (Must have 3.0 Primary Core GPA and a "C" or better in each course for admission into major)

\*\*Only ONE course can be taken twice\*\*

		Credits	Grade
<b>FIN 3403C</b>	<b>Business Finance</b>	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
<b>MAN 3025</b>	<b>Management of Organizations</b>	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
<b>MAR 3023</b>	<b>Marketing</b>	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
<b>ECO 3411</b>	<b>Quantitative Business Tools II</b>	3	_____
PR: Pre-Business Major, ECO 3401			
<b>ACG 3173</b>	<b>Accounting for Decision Makers</b>	3	_____
PR: Pre-Business Major, ACG 2021 & ACG 2071			

**Secondary Core:** (Must be admitted to Marketing major to enroll)

		Credits	Grade
<b>BUL 3130</b>	<b>Legal &amp; Ethical Environments of Business</b>	3	_____
<b>MAR 3203</b>	<b>Supply Chain Management</b>	3	_____
<b>GEB 3375</b>	<b>Introduction to International Business</b>	3	_____

### Career Professionalism Core Courses:

		Credits	Grade
<b>GEB 3003</b>	<b>Career Research &amp; Planning</b>	1	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
<b>GEB 3005</b>	<b>Career Search Strategy</b>	1	_____
PR: GEB 3003			
<b>GEB 4223</b>	<b>Business Interviewing Techniques</b>	1	_____
PR: GEB 3005			
<b>GEB 4004</b>	<b>Executing Your Career Plan</b>	1	_____
PR: GEB 4223			

### Recommended graduating semester:

		Credits	Grade
<b>MAN 4720</b>	<b>Strategic Management/Capstone</b>	3	_____
PR: Admitted to Marketing major, Senior Standing, Primary Core Complete			

### Marketing Major (27 credits)

(Must be admitted to the Marketing major to enroll and earn a "C" or better in each major course)

<b>Required Courses (24 credits)</b>		Credits	Grade
<b>MAR 3615</b>	<b>Marketing Analysis</b>	3	_____
PR: Admission to Marketing major			
<b>MAR 3391</b>	<b>Professional Selling</b>	3	_____
PR: Admission to Marketing major			
<b>MAR 3503</b>	<b>Consumer Behavior</b>	3	_____
PR: Admission to Marketing major			
<b>MAR 3721</b>	<b>Digital Media Marketing</b>	3	_____
PR: Admission to Marketing major			
<b>MAR 3613</b>	<b>Marketing Research</b>	3	_____
PR: MAR 3615			
<b>MAR 4418</b>	<b>Strategic Sales Force Management</b>	3	_____
PR: MAR 3391			
<b>MAR 4832</b>	<b>Product Management</b>	3	_____
PR: MAR 3613			
<b>MAR 4804</b>	<b>Marketing Strategy</b>	3	_____
PR: MAR 3613			

### Marketing Electives (3 credits)

Minimum of 1 course required:		Credits	Grade
<b>MAR 4841</b>	<b>Services Marketing</b>	3	_____
PR: Admission to Marketing major			
<b>MAR 4941</b>	<b>Marketing Internship</b>	3	_____
PR: Consent from Department			

Email: [marketinginternships@bus.ucf.edu](mailto:marketinginternships@bus.ucf.edu) Room: BA2 Room 307J



Personal Information:			
Last Name:	First Name:	OPD Staff:	Date:
PID:	Email:	Phone:	
Major:	Minor:	Grade Forgiveness Left:	

GPA and Admissions			
UCF GPA:	CBA GPA:	Major GPA:	
Primary Core GPA:	Major Grade:	Retakes:	

Holds		
Academic Probation:	Lack of Progress – College:	Lack of Progress – Major:

Academic Plan		
Semester/Year:		
Prefix	Course ID	Hours
Total Hours:		

Semester/Year:		
Prefix	Course ID	Hours
Total Hours:		

Semester/Year:		
Prefix	Course ID	Hours
Total Hours:		

Advisor Notes