

2011-2012 Outline for Marketing Major (B.S.B.A.)

Common Program Prerequisites (18-21 credits)

| (Must have a "C" or better in each prerequisite course) | | Credits | Grade |
|---|-------------------------------|---------|-------|
| ACG 2021 | Financial Accounting | 3 | _____ |
| ACG 2071 | Managerial Accounting | 3 | _____ |
| ECO 2013 | Macroeconomics | 3 | _____ |
| ECO 2023 | Microeconomics | 3 | _____ |
| ECO 3401 | Quantitative Business Tools I | 3 | _____ |
| CGS 2100 | Computer Fund. For Business | 3 | _____ |

****ECO 3401 can be substituted with a "C" or better in MAC 2233 & STA 2023****

Business Core (36 credits)

| (**Course Must have a "C" or better) | | Credit: | Grade |
|--------------------------------------|--|---------|-------|
| FIN 3403 | Business Finance | 4 | _____ |
| MAN 3025 | Management of Organizations | 4 | _____ |
| **MAR 3023 | Marketing | 4 | _____ |
| BUL 3130 | Legal & Ethical Environments of Business | 4 | _____ |
| **ECO 3411 | Quantitative Business Tools II | 4 | _____ |
| GEB 3031 | Cornerstone Lecture (1st or 2nd term Admitted) | 3 | _____ |
| GEB 3031L | Cornerstone Lab (1st or 2nd term Admitted) | 1 | _____ |
| GEB 3375 | Introduction to International Business | 4 | _____ |
| **MAR 3203 | Supply Chain Management | 4 | _____ |

Graduating Semester:

| | | | |
|----------|-------------------------------|---|-------|
| MAN 4720 | Strategic Management/Capstone | 4 | _____ |
|----------|-------------------------------|---|-------|

****Credit hour changes for business courses may result in a deficiency in your business core. If you will have less than 36 credit hours in the core, options will be provided to fulfill this deficiency.****

Marketing Major (24 credits)

| (Must have a "C" better in each major course) | | Credit | Grade |
|---|-------------------------------|--------|-------|
| Required Courses (18 credits) | | | |
| MAR 3391 | Professional Selling | 3 | _____ |
| MAR 3503 | Consumer Behavior | 3 | _____ |
| MAR 3613 | Marketing Analysis & Research | 3 | _____ |
| MAR 3641 | Marketing Intelligence | 3 | _____ |
| MAR 4803 | Marketing Management | 3 | _____ |
| MAR 4804 | Marketing Strategy | 3 | _____ |

Marketing Electives (6 credits)

| Minimum of 2 courses required: | | Credit | Grade |
|--------------------------------|---------------------------------|--------|-------|
| MAR 3323 | Intergrated Marketing Comm | 3 | _____ |
| MAR 3403 | Sales Force Management | 3 | _____ |
| MAR 3721 | Digital Media Marketing | 3 | _____ |
| MAR 4156 | International Marketing | 3 | _____ |
| MAR 4231 | Retailing Management | 3 | _____ |
| MAR 4711 | Sport Marketing | 3 | _____ |
| MAR 4712 | Healthcare Marketing | 3 | _____ |
| MAR 4715 | Entertainment Marketing | 3 | _____ |
| MAR 4841 | Services Marketing | 3 | _____ |
| MAR 3765 | Entrepreneurial Marketing | 3 | _____ |
| MAR 4934 | Contemp. Marketing Topics in FL | 3 | _____ |
| MAR 4941 | Marketing Internship | 3 | _____ |

Regardless of your catalog year, all students must follow individual course pre-requisites as listed in the most current UCF catalog