

2012-2013 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	_____
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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 (15 credits)			
MAR 3391	Professional Selling	3	_____
MAR 3503	Consumer Behavior	3	_____
MAR 3613	Marketing Analysis & Research	3	_____
MAR 4803	Marketing Management	3	_____
MAR 4804	Marketing Strategy	3	_____

Marketing Electives (9 credits)

Minimum of 3 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