

## 2011-2012 Outline for Marketing Major - Professional Selling Track (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 (27 credits)

(Must have a "C" better in each major course)		Credit	Grade
<b>Required Courses (18 credits)</b>			
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	_____

### Professional Selling Electives (9 credits)

		Credit	Grade
MAR 3403	Sales Force Management	3	_____
MAR 4415	Advanced Professional Selling (Fall Only)	3	_____
MAR 4413C	Strategic Issues in Sales (Spring Only)	3	_____

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