

2016-2017 Outline for Marketing Major - Professional Selling Track (B.S.B.A.)

Common Program Prerequisites (18-21 credits)

(Must earn a "C" or better in each prerequisite course)

	Credits	Grade
ACG 2021 Financial Accounting	3	_____
PR: Sophomore Standing & MAC 1105		
ACG 2071 Managerial Accounting	3	_____
PR: ACG 2021		
ECO 2013 Macroeconomics	3	_____
ECO 2023 Microeconomics	3	_____
ECO 3401 Quantitative Business Tools I	3	_____
PR: MAC 1105		
CGS 2100C Computer Fund. For Business	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
FIN 3403C Business Finance	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023		
MAN 3025 Management of Organizations	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023		
MAR 3023 Marketing ("B" or better)	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023		
ECO 3411 Quantitative Business Tools II	3	_____
PR: Pre-Business Major, ECO 3401		
ACG 3173 Accounting for Decision Makers	3	_____
PR: Pre-Business Major, ACG 2021 & ACG 2071		

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

	Credits	Grade
BUL 3130 Legal & Ethical Environments of Business	3	_____
MAR 3203 Supply Chain Management ("C" or better)	3	_____
GEB 3375 Introduction to International Business	3	_____

Career Professionalism Core Courses:

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

Graduating Semester Core:

	Credits	Grade
MAN 4720 Strategic Management/Capstone	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)

Required Courses (27 credits)

	Credits	Grade
MAR 3615 Marketing Analysis	3	_____
PR: Admission to Marketing major		
MAR 3391 Professional Selling	3	_____
PR: Admission to Marketing major		
MAR 3503 Consumer Behavior	3	_____
PR: Admission to Marketing major		
MAR 3613 Marketing Research	3	_____
PR: MAR 3615		
MAR 3721 Digital Media Marketing	3	_____
PR: Admission to Marketing major		
MAR 4418 Strategic Sales Force Management	3	_____
PR: MAR 3391		
MAR 4804 Marketing Strategy	3	_____
PR: MAR 3613		
MAR 4415C Advanced Professional Selling	3	_____
PR: Admission to Professional Selling Track & MAR 3391		
MAR 4413C Advanced Professional Selling	3	_____
PR: Admission to Professional Selling Track, MAR 3391 & MAR 4415C		



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