

2014-2015 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	_____
PR: MAC 1105				
ACG 2071	Managerial Accounting		3	_____
PR: ACG 2021 & MAC1105				
ECO 2013	Macroeconomics		3	_____
ECO 2023	Microeconomics		3	_____
ECO 3401	Quantitative Business Tools I		3	_____
PR: MAC 1105 & ECO 2023				
CGS 2100C	Computer Fund. For Business		3	_____

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

Business Core (29 credits)

		(**Course Must have a "C" or better)	Credits	Grade
FIN 3403C	Business Finance		3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing				
MAN 3025	Management of Organizations		3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing				
**MAR 3023	Marketing		3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing				
GEB 3375	Introduction to International Business		3	_____
PR: ACG 2021, ACG 2071, ECO 2013, ECO 2023, Junior Standing				
**ECO 3411	Quantitative Business Tools II		3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing				
GEB 3031	Cornerstone Lecture (1st or 2nd term Admitted)		3	_____
PR: Admitted to the College of Business; CR: GEB3031L				
GEB 3031L	Cornerstone Lab (1st or 2nd term Admitted)		1	_____
PR: Admitted to the College of Business; CR: GEB3031				
BUL 3130	Legal & Ethical Environments of Business		3	_____
PR: Admitted to the College of Business				
**MAR 3203	Supply Chain Management		3	_____
PR: Admitted to the College of Business				

Graduating Semester:

MAN 4720	Strategic Management/Capstone		4	_____
PR: MAN 3025, MAR 3023, FIN 3403C and GEB 3031 & 3031L				

Marketing Major (24 credits)

		(Must have a "C" better in each major course)	Credit	Grade
Required Courses (15 credits)				
MAR 3391	Professional Selling	PR: MAR 3023	3	_____
MAR 3503	Consumer Behavior	PR: MAR 3023	3	_____
MAR 3613	Marketing Analysis & Research	PR: ECO 3411 or STA 3032	3	_____
MAR 4803	Marketing Management	PR: MAR 3503 & MAR 3613	3	_____
MAR 4804	Marketing Strategy	PR: MAR 4803	3	_____

Marketing Electives (9 credits)

		Minimum of 3 courses required:	Credit	Grade
MAR 3323	Intergrated Marketing Comm	PR: MAR 3023	3	_____
MAR 3403	Sales Force Management	PR: MAR 3023	3	_____
MAR 3721	Digital Media Marketing	PR: MAR 3023	3	_____
MAR 4156	International Marketing	PR: MAR 3023	3	_____
MAR 4231	Retailing Management	PR: MAR 3023	3	_____
MAR 4711	Sport Marketing	PR: MAR 3023	3	_____
MAR 4712	Healthcare Marketing	PR: MAR 3023	3	_____
MAR 4715	Entertainment Marketing	PR: MAR 3023	3	_____
MAR 4841	Services Marketing	PR: MAR 3023	3	_____
MAR 3765	Entrepreneurial Marketing	PR: MAR 3023 or GEB 3113	3	_____
MAR 4934	Contemp. Marketing Topics in FL	PR: MAR 3034	3	_____
MAR 4941	Marketing Internship	PR: Consent from Department	3	_____
MAR 3641	Marketing Intelligence	PR: MAR 3023	3	_____

Marketing Internship Coordinator: Lina Pabon

Room: BA2 307J Email: MarketingInternships@bus.ucf.edu

Career Professionalism (4 credits)

(One module to be taken a semester)

		Credit	Grade
GEB 3003	Career Research & Planning	1	_____
PR: Junior Standing			
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			