

2013-2014 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	_____
<u>Graduating Semester:</u>			
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)

Required Courses (15 credits)

	Credit	Grade
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