

## Marketing (BBA or BS)

The following information is a general overview of the program. Academic advising is recommended before registration each term. The BBA degree also has a **fully online option**. The BS degree requires an additional six hours of advanced math.

Note for **Second Bachelor's** Students: FLENT, IFP, and *some* electives are not required.

### Important Academic Policies

Please visit [www.business.fau.edu/academicpolicies](http://www.business.fau.edu/academicpolicies). It is especially important for prospective business majors to be aware of:

- **Limitation on Repeated Courses**  
(max two attempts per course)
- **Limitation on Number of Withdrawals**
- **Two Semesters to Declare (for undeclared juniors)**

### General Degree Requirements for All FAU Programs

Requirement	Description
Free electives to reach minimum 120 credits	Verify with your advisor how many free electives (if any) you need to graduate
Foreign Language Admission Requirement (FLENT)	Two passing years of the same high school foreign language or accepted equivalent
Civic Literacy (entering FL SUS or SCS Fa18 or later)	<a href="http://www.fau.edu/ugstudies">www.fau.edu/ugstudies</a> and click " <a href="#">Civic Literacy</a> "

### Intellectual Foundation Program (IFP) Courses

The pre-business foundation courses satisfy much of the IFP, but the following additional coursework is required. Students with an AA (Associate of Arts) degree from a regionally accredited Florida Public Institution are deemed to have met the IFP. To view the entire IFP course list, visit [www.fau.edu/uas](http://www.fau.edu/uas), click "Degree Requirements," and "[IFP Checklist by Major](#)."

Category	Required Credits	Notes
Natural Science	6 credits	One course must include a lab
Global Citizenship	6 credits	Choose one Writing Across the Curriculum (WAC) course from either Global Citizenship or Humanities
Humanities	6 credits	

### Pre-Business Foundation Courses (2.5 GPA Required in the Courses Below; Minimum Grade "C")

Course Title	Prefix and Number	Pre-requisites (Minimum Grade of "C")
College Writing I	ENC1101	
College Writing II	ENC1102	ENC1101
Accounting I (Financial)	ACG2021	30 credits
Accounting II (Managerial)	ACG2071	ACG2021
Macroeconomics	ECO2013	30 credits
Microeconomics	ECO2023	30 credits
Methods of Calculus	MAC2233	MAC1105 or ALEKS score 45
Introductory Statistics	STA2023	MAC1105, MGF1106, MAC2233, or ALEKS score 30
Information Systems Fundamentals	ISM2000	

### Requirements to Declare the Major and Timely Graduation

To declare Marketing (MKTG), students must have earned 60 credit hours, satisfied FLENT, and achieved a minimum 2.5 GPA in the Pre-Bus Foundation. For timely graduation, students should plan courses in consultation with an academic advisor, create a balance between taking business core and major courses each semester, and prioritize major courses as they are not offered every term.

### Business Core Courses (Minimum Grade "C")

Course or Requirement Title	Prefix and Number	Pre-requisites (Minimum Grade "C")
Management and Organizational Behavior	MAN3025	60 cr (45 cr w/advisor approval and pbus/IFP complete)
Marketing Management	MAR3023	30 credits
Financial Management	FIN3403	60 cr (54 cr w/advisor approval); ACG2021 & ACG2071
Business Law 1	BUL4421	60 credits
Choose <b>ONE</b> economics course: Money and Financial Markets Intermediate Microeconomics Intermediate Macroeconomics	Choose <b>ONE</b> : ECO4223 ECO3101 ECO3203	30 cr; ECO2013 & ECO2023 Declared in major; 60 credits; ECO2013 & ECO2023 Declared in major; 60 credits; ECO2013 & ECO2023
Choose <b>ONE</b> International Perspective from ECO3703, ECS3013, ECO4704, ECO4713, FIN4604, MAN3600, MAR4156, or RMI4423. Pre-reqs vary.		
Management Information Systems	ISM3011	30 credits; ISM2000
Intro. to Business Communication	GEB3213	Declared in major; 60 credits
Quantitative Methods in Administration	QMB3600	Declared in major; 60 credits; MAC2233 and STA2023
Operations Management	MAN3506	Declared in major; 60 credits; MAN3025 and QMB3600
Global Strategy and Policy	MAN4720	Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, GEB3213, QMB3600, and MAN3506

## Marketing Major Courses (Minimum Grade "C")

The Marketing major has two options:

**General Marketing** allows students to choose the areas of Marketing that they are most interested in studying.

**Marketing with concentration in Advertising\*** requires students to choose marketing courses more focused on advertising and promotion.

Course or Requirement Title	Prefix and Number	Pre-requisites (Minimum Grade "C")
Choose <b>FOUR</b> Upper Division Marketing (MAR) Electives:		
MAR electives are 3000 or 4000 level courses with the "MAR" prefix not used anywhere else in your program. This means that neither MAR3023 from the core nor MAR4803 count as one of the four. <u>Not all MAR courses are offered every term</u> , so the best way to find MAR electives is to type "MAR" in the "Subject" field on the Searchable Schedule to see what is offered.		
Except where indicated otherwise, all MAR electives have a pre-requisite of 60 credits in addition to the other prereqs listed below.		
Some <i>examples</i> of MAR electives are:		
Course Title	Prefix and Number	Pre-requisites (Minimum Grade "C")
Principles of Advertising	MAR3326*	Declared in major
International Marketing	MAR4156**	Declared in major; MAR3023
Retail Management	MAR4231	Declared in major; MAR3023
Promotional Management	MAR4323*	Declared in major; MAR3023
RI: Adv Adver: Rsrch, Persuasion & Creativity	MAR4334*	Declared in major; MAR3326 and STA2023
Personal Selling	MAR4400	Declared in major
Sales and Sales Management	MAR4403	Declared in major; MAR3023
Strategies in Business Markets	MAR4453	Declared in major; MAR3023
Consumer Behavior	MAR4503	Declared in major; MAR3023
Marketing Rsrch & Information Systems	MAR4613	Declared in major; MAR3023 and STA2023
Sports Marketing	MAR4711	Declared in major; MAR3023 (or alternate per catalog)
Digital Marketing	MAR4721*	Declared in major; MAR3023 and ISM3011
Entrepreneurial Marketing	MAR4765	Declared in major; 90 credits; MAR3023
Services Marketing	MAR4830	Declared in major; MAR3023
Special Topics	MAR4933	Declared in major; may require instructor approval
Marketing Internship	MAR4946	Declared in major; 90 credits; MAR3023; instructor approval
Internship in Retailing	MAR4945	Declared in major; 90 credits; instructor Approval
Advertising Internship	MAR4940*	Declared in major; 90 credits; MAR3326 and MAR4334; instructor approval
<b>Marketing Strategy (Required for ALL Marketing majors)</b>	<b>MAR4803</b>	Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, and QMB3600

\***Advertising Concentration:** MAR3326 is required for the advertising concentration along with any three of the following four options: MAR4323, MAR4334, MAR4721, or MAR4940. This concentration is not available fully online.

\*\*For General Marketing majors, MAR4156 would satisfy both an MAR elective and the international perspective in the business core. General Marketing students can then choose to take an additional UDBE (see below).

## Upper Division Business Elective (UDBE): Minimum One Course Required

Requirement	Suggested Option: Internship
All business core majors must complete 51 credits (17 courses) of upper division business coursework. MKTG requires 16 courses in the core and the major; the 17 <sup>th</sup> course is an elective chosen by the student. Choose <b>ONE</b> 3000 or 4000 level business course not already taken in the core or major.	Students interested in an internship as their Business Elective may schedule an appointment with a College of Business career and internship advisor.

## About Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing graduates find careers in a variety of industries including consumer companies, healthcare, nonprofits, and manufacturing across a diverse range of career paths in areas such as digital marketing, brand management, advertising, marketing research, business analytics, sales and sales management, and hospitality management.

## Additional Information and Resources

### College of Business Student Academic Services

Current students can make an appointment with an academic advisor or a career advisor via [www.fau.edu/successnetwork](http://www.fau.edu/successnetwork).

Prospective students can call in for assistance making an appointment

Boca: 561-297-3688 | Davie: 954-236-1290 | [www.business.fau.edu](http://www.business.fau.edu) | [COBAdvising@fau.edu](mailto:COBAdvising@fau.edu) | [businessintern@fau.edu](mailto:businessintern@fau.edu)

**Marketing Department:** [www.business.fau.edu/marketing](http://www.business.fau.edu/marketing) | **Graduate Programs:** [www.business.fau.edu/masters](http://www.business.fau.edu/masters)