2016-2017 Outline for Marketing Major (B.S.B.A.)									
Common	Program Prerequisites (18-21 credits)		Marketir	Marketing Major (27 credits)					
	" or better in each prerequisite course)	Credits	Grade		itted to the Marketing major to enroll and earn a	"C" or better in each major	course)		
ACG 2021	Financial Accounting	3		Required (Courses (24 credits)	Credits	Grade		
PR: Sophmore	e Standing & MAC 1105			MAR 3615	Marketing Analysis	3			
ACG 2071	Managerial Accounting	3			PR: Admission to Marketing major				
PR: ACG 202	9			MAR 3391	Professional Selling	3			
ECO 2013	Macroeconomics	3			PR: Admission to Marketing major				
ECO 2023	Microeconomics	3		MAR 3503	Consumer Behavior	3			
ECO 3401	Quantitative Business Tools I	3			PR: Admission to Marketing major				
PR: MAC 110	-			MAR 3721	Digital Media Marketing	3			
CGS 2100C	Computer Fund. For Business	3			PR: Admission to Marketing major				
	can be substituted with a "C" or better in MAC 2233 & ST			MAR 3613	Marketing Research	3			
	Core (31 credits)				PR: MAR 3615				
Primary Co	re: (Must have 3.0 Primary Core GPA and a "C" or better in	each course for admission	into maior)	MAR 4418	Strategic Sales Force Management	3			
	ourse can be taken twice**	Credits	Grade		PR: MAR 3391	, and the second			
FIN 3403C	Business Finance	3		MAR 4832	Product Management	3			
PR: Pre-Busin	ness Major, ACG 2021 & ECO 2013 or ECO 2023				PR: MAR 3613				
MAN 3025	Management of Organizations	3		MAR 4804	Marketing Strategy	3			
	ness Major, ACG 2021 & ECO 2013 or ECO 2023				PR: MAR 3613				
MAR 3023		'B" or better) 3							
	ness Major, ACG 2021 & ECO 2013 or ECO 2023	7		Marketing	Electives (3 credits)				
ECO 3411	Quantitative Business Tools II	3		_	course requried:	Credits	Grade		
	less Major, ECO 3401	, and the second		MAR 4841		3	Grade		
ACG 3173	Accounting for Decision Makers	3		111111 1011	PR: Admission to Marketing major	3			
	less Major, ACG 2021 & ACG 2071	J		MAR 4941	Marketing Internship	3			
re. The Dushi	100 2021 & 1100 2071			141111 4541		3			
0 1	2				PR: Consent from Department				
•	Core: (Must be admitted to Marketing major to enroll)	Credits	Grade		Email: marketinginternships@bus.ucf.edu Roo	m: BA2 Room 307J			
BUL 3130	Legal & Ethical Environments of Business	3							
MAR 3203		C" or better) 3							
GEB 3375	Introduction to International Business	3							
Career Prof	essionalism Core Courses:	Credits	Grade						
GEB 3003	Career Research & Planning	1							
PR: Pre-Busin	ness Major, ACG 2021 & ECO 2013 or ECO 2023								
GEB 3005	Career Search Strategy	1							
PR: GEB 300	3								
GEB 4223	Business Interviewing Techniques	1		. [
PR: GEB 300	5								
GEB 4004	Executing Your Career Plan	1		. [
PR: GEB 422									
Recommen	ded graduating semester:	Credits	Grade						
MAN 4720	Strategic Management/Capstone	3	Grade	1					
	o Marketing major, Senior Standing, Primary Core Complete	5							
. 10. 1 million to	o mandais major, beinor banding, i innary core complete								

^{*}This serves as an <u>unofficial</u> worksheet to help you plan your degree.



ACADEMIC ADVISING MEETING NOTES

Last Name: First Name: OPD Staff: Date: Date: PID: Email: Phone: Framil: Phone: GPA and Admissions UPG FGPA: CBA GPA: Major GPA: Retakes: Primary Core GPA: Major Grade: Lack of Progress - College: Lack of Progress - Major: Academic Plan Semester/Year: Prefix Course ID Hours Prefix Course ID Hours Total Hours: Total Hours: T	Personal Inf	ormation:											
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