

Marketing Program

The Department of Marketing offers programs to prepare students for positions and professional careers in the fields of marketing and advertising. Marketing provides students with an enduring base of knowledge and the ability to adopt new marketing practices as they evolve. A variety of marketing courses are offered, and students can create their own specializations under the popular general marketing major.

Marketing Required Courses A minimum 120 credit hours are required for the degree. Other administrative requirements will be needed; see the University Catalog for details.

General Education*

English I	ENC 1101
English II	ENC 1102 (Pre: ENC 1101)
Humanities	6 credits (Transfer students may not take WOH2012 at FAU as a humanity)
Natural Science	6 credits (Some examples listed in "Core Curriculum" link below)
Social Science	6 credits (Requirement met with micro and macroeconomics)

*Students admitted to FAU as Freshmen (0-29 credits) are under the [Core Curriculum](#), which requires an additional course in humanities, an additional course in social science, and a natural science lab.

Pre-Professional Business Courses (Minimum grade of "C")

Accounting I (Financial)	ACG 2021 (Pre: 30 credits)
Accounting II (Managerial)	ACG 2071 (Pre: ACG 2021 with grade of "C" or better)
Macroeconomics	ECO 2013 (Pre: 30 credits)
Microeconomics	ECO 2023 (Pre: 30 credits)
Methods of Calculus	MAC 2233 (Pre: College algebra or see math dept.)
Introductory Statistics	STA 2023 (Pre: Liberal arts math 1 or see math dept.)
Information Systems Fundamentals	ISM 2000 (Pre: 30 credits)

NOTE: A Math Placement Exam is available and may be required for some students. Details are available at this website: <http://www.fau.edu/mathplacement/>

Business Core (Pre: 60 credits, except for enc 3213) (Minimum grade of "C")

Business Law I	BUL 4421
Management Information Systems	ISM 3011 (Pre: ISM 2000)
Writing for Management	ENC 3213 (Pre: ENC 1101 & 1102)
Quantitative Methods in Admin	QMB 3600 (Pre: MAC 2233 & STA 2023)
Mgmt & Organizational Behavior	MAN 3025
Marketing Management	MAR 3023 (Pre: ECO 2013 & 2023)
Financial Management	FIN 3403 (Pre: ACG 2021 & 2071)
1 Upper-Level Economics Course	ECO 4223, ECO 3101 or ECO 3203 (Pre: ECO 2013 & ECO 2023)
1 International Perspective Course:	MAN 3600, MAR 4156, ECS 3013, ECO 4704, ECO 4713, FIN 4604, or approved business study abroad (pre: see catalog or advisor)
Operations Management	MAN 3506 (Pre: MAN 3025 & QMB 3600)
Global Strategy and Policy	MAN 4720 (Pre: 90 credits & see catalog)

Business Electives

The Marketing program requires a minimum of 51 credits of upper-division (#3000 +) college of business courses (excluding ENC3213). Most marketing majors will need

6 additional credits of upper-division business courses beyond the Business Core and the Marketing Major Courses to fulfill this requirement.

Marketing Major Required Courses: Select one option below

Marketing Option (Pre: 60 credits)

12 credits of additional Marketing/Advertising
Marketing Strategy

3000+ level Courses (Pre: see catalog)
MAR 4803 (Pre: 90 credits & MAR 3023)

-OR-

Advertising Option (Pre: 60 credits)

Principles of Advertising
Marketing Strategy

ADV 3008
MAR 4803 (Pre: 90 credits & MAR 3023)

and Three of the following courses:

Media Strategy and Tactics
Promotion Management
Direct Marketing Advertising
Creative Advertising Strategy Concepts & Design
Marketing on the Internet
Advertising Internship

ADV 4304 (Pre: ADV 3008 or MAR 3023)
MAR 4323 (Pre: MAR 3023)
MAR 4325 (Pre: MAR 3023)
MAR 4334 (Pre: ADV 3008)
MAR 4721 (Pre: MAR 3023 & ISM 3011)
ADV 4940 (Pre: ADV 3008, and either
ADV 4304 or MAR 4334, senior standing,
& permission of instructor)