

Marketing Program/ MKTG

(printed from www.business.fau.edu/advising)

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 are able to specialize under the advertising concentration.

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

Intellectual Foundation Program (IFP) *

College Writing 1	ENC 1101 (Minimum grade of "C")
College Writing 2	ENC 1102 (Minimum grade of "C"; Pre: ENC 1101)
Math & Quantitative Reasoning	6 credits (met with MAC2233 and STA2023 requirement)
Science	6 credits (one course must include a lab)
Society and Human Behavior	6 credits (met with ECO 2013 & ECO 2023 requirement)
Global Citizenship	6 credits (a total of 6 hrs from Global & Humanities area must
Humanities	6 credits (be designated as Writing-Across-the-Curriculum (WAC))

*Students with an AA (Associate of Arts) degree from a regionally accredited Florida Public Institution are deemed to have met the IFP. IFP case sensitive URL: http://www.fau.edu/uas/IFP_audit.php

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

College Writing 1	ENC 1101
College Writing 2	ENC 1102 (Pre: ENC 1101)
Accounting I (Financial)	ACG 2021 (Pre: 30 credits)
Accounting II (Managerial)	ACG 2071 (Pre: ACG 2021)
Macroeconomics	ECO 2013 (Pre: 30 credits)
Microeconomics	ECO 2023 (Pre: 30 credits)
Methods of Calculus	MAC 2233 (Pre: "C" in MAC1105 College Algebra or ALEKS score)
Introductory Statistics	STA 2023 (Pre: "C" in MAC1105 or MGF1106 or MAC2233 or ALEKS score)
Info Systems Fundamentals	ISM 2000

To declare the MKTG major students must have: 60 credit hours, a minimum of a 2.5 GPA in the Pre-business Foundation Courses above and completion of the foreign-language requirement. Note: A lifetime maximum of three attempts (per course, including "W") on any of the Pbus-Foundation Courses are allowed. Keep in mind, FAU policy states that students may not generally declare a minor, second major, or dual degree after earning 90 credit hours.

Business Core (Pre: 60 credits. Minimum grade of "C")

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, 3101, or 3203 (Pre: ECO 2013 & ECO 2023)
Business Law I	BUL 4421

Choose one Int'l. Perspective Course: ECS 3013, ECO 4704, ECO 4713, MAN 3600, MAR 4156, RMI 4423, or FIN 4604.

Management Information Systems	ISM 3011 (Pre: ISM 2000)
Communicating Business Information	GEB 3213(Pre: 60hrs)
Quantitative Methods in Admin	QMB 3600 (Pre: MAC 2233 & STA 2023)
Operations Management	MAN 3506 (Pre: MAN3025; & QMB 3600 with "C" or better)
Global Strategy and Policy	MAN 4720 (Pre: 90 credits; and MAN 3025, MAR 3023, FIN3403, & QMB 3600. Corequisite: MAN 3506)

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Business Electives

The Marketing program requires a minimum of 51 credits of upper-division (3/4000) college of business courses. Most marketing majors will need 3 additional credits (1 course) of upper-division (3/4000) business courses beyond the Business Core and the Marketing Major Courses to fulfill this requirement.

Choose ONE complete set below (Pre: 60 credits)

Marketing Major: 12 credits of MAR courses **beyond Marketing Mgmt (MAR 3023)**

MAR Elective MAR 3/4000 (Click the CRN# on the schedule for prereqs)

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and Marketing Strategy MAR 4803 (Pre: 90 credits; and MAN 3025, MAR 3023, FIN 3403, and QMB 3600)

- -OR- -

Marketing Major with Concentration in Advertising / ADVR (NOT an option for OBBA majors)

Principles of Advertising MAR 3326

Marketing Strategy MAR 4803 (Pre: 90 credits; and MAN 3025, MAR 3023, FIN 3403, and QMB 3600)

and Three of the following courses:

Advertising Internship MAR 4940 (Pre: MAR 3326, and see catalog)

Promotion Management MAR 4323 (Pre: MAR 3023)

Direct Marketing MAR 4325 (Pre: MAR 3023)

RI: Advanced Advertising: Research, Persuasion and Creativity MAR 4334 (Pre: STA 2023 and MAR 3326)

Digital Marketing MAR 4721 (Pre: MAR 3023 & ISM 3011)

Students interested in admission to FAU graduate programs may review their options at www.business.fau.edu/masters