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 of 120 credit hours are required for the degree. Other administrative requirements will be needed; see the University Catalog for detailed requirements.

**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, use this case sensitive URL: [http://www.fau.edu/ugstudies/IFP_curriculum_sheets.php](http://www.fau.edu/ugstudies/IFP_curriculum_sheets.php)

- **Natural Science** 6 credits (one course must include a lab)
- **Global Citizenship** 6 credits (a total of 6 hrs from the Global, & Humanities area must be designated as Writing-Across-the-Curriculum (WAC))
- **Humanities** 6 credits

**Pre-Business Foundation Courses** (Minimum grade of "C")
To declare the MKTG major students must have: 60 credit hours, a minimum of a 2.5 GPA in the pre-business foundation courses below, and the foreign language requirement completed. 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.

- **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 MAC 1105 College Algebra or ALEKS score)
- **Introductory Statistics** STA 2023 (Pre: "C" in MAC 1105 or MGF 1106 or MAC 2233 or ALEKS score)
- **Info Systems Fundamentals** ISM 2000

**Business Core Courses** (Pre: 60 credits. Minimum grade of "C")
For timely graduation, students should plan courses in consultation with an academic advisor and expect to create a balance between taking business core and major courses each semester. Major courses should be prioritized as they are not all offered every term.

- **Mgmt & Organizational Behavior** MAN 3025
- **Marketing Management** MAR 3023 (Pre: ECO 2013 & ECO 2023)
- **Financial Management** FIN 3403 (Pre: ACG 2021 & ACG 2071)
- **1 Upper-Level Economics Course** ECO 4223, 3101, or 3203 (Pre: ECO 2013 & ECO 2023)
- **Business Law 1** BUL 4421
- **Select one Int’l. Perspective from:** ECS 3013, ECO 4704, ECO 4713, FIN 4604, MAN 3600, MAR 4156, or RMI 4423.
- **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: MAN 3025; & QMB 3600 with “C” or better)
- **Global Strategy and Policy** MAN 4720 (Pre: 90 credits; and MAN 3025, MAR 3023, FIN 3403, & QMB 3600. Corequisite: MAN 3506)

[Continued on next page]
**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. Minimum grade of "C")

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

- MAR Elective (3 hrs) MAR 3/4000
- MAR Elective (3 hrs) MAR 3/4000
- MAR Elective (3 hrs) MAR 3/4000
- MAR Elective (3 hrs) MAR 3/4000
- **and** Marketing Strategy MAR 4803 (Pre: 90 credits; and MAN 3025, MAR 3023, FIN 3403, and QMB 3600)

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**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](http://www.business.fau.edu/masters)