

## Marketing (MKTG, MKTG-ADVR, or OMAR)

The following information is a general overview of the program. Academic advising is recommended before registration each term.

### General Degree Requirements

A minimum of 120 credit hours are required for the degree. See university catalog for official list of degree requirements. The BBA degree is available in person or fully online. A BS degree is also available with six additional credits of advanced math.

### Maximum Course Attempts

FAU counts a “course attempt” as any time a student is enrolled in a course (at any institution) and earns either a grade or a “W”. FAU COB students may not attempt any course more than twice; **third attempts are not permitted**. Transfer students who have not successfully completed a pre-business course within three attempts are **not eligible to declare a business major at FAU. The College of Business will not permit fourth attempts for transfer students**. Transfer students who have already attempted a pre-business course twice at a previous institution should speak with an advisor for more information.

### 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).

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 45
Information Systems Fundamentals	ISM2000	

### Requirements to Declare the Major and Timely Graduation

To declare Marketing (MKTG), students must have earned 60 credit hours, satisfied the foreign language admission requirement (FLENT), and achieved a minimum 2.5 GPA in the Pre-Bus Foundation. To declare Online Marketing (OMAR), students must *also* have completed the IFP. 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	60 cr (54 cr w/advisor approval); ECO2013 & ECO2023
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 Banking 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 Declared in major; 60 credits; ECO2013 & ECO2023
Choose <b>ONE</b> International Perspective from ECS3013, ECO4704, ECO4713, FIN4604, MAN3600, MAR4156, or RMI4423. Pre-reqs vary.		
Management Information Systems	ISM3011	Declared in major; 60 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, and QMB3600; with or after 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:		
<p><b>MAR</b> 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.</p> <p><b>ALL</b> MAR electives require minimum 60 credits earned and being <b>declared in the major</b>; additional pre-requisites may apply.</p> <p>Some <i>examples</i> of MAR electives are:</p>		
<b>Course Title</b>	<b>Prefix and Number</b>	<b>Pre-requisites (Minimum Grade "C")</b>
Principles of Advertising	MAR3326*	
International Marketing	MAR4156**	MAR3023
Retail Management	MAR4231	MAR3023
Promotional Management	MAR4323*	MAR3023
Direct Marketing	MAR4325*	MAR3023
Rl: Adv Adver: Rsrch, Persuasion & Creativity	MAR4334*	MAR3326 and STA2023
Personal Selling	MAR4400	
Sales and Sales Management	MAR4403	MAR3023
Strategies in Business Markets	MAR4453	MAR3023
Consumer Behavior	MAR4503	MAR3023
Marketing Rsrch & Information Systems	MAR4613	MAR3023 and STA2023
Digital Marketing	MAR4721*	MAR3023 and ISM3011
Services Marketing	MAR4830	MAR3023
Marketing Internship	MAR4946	90 credits; MAR3023; instructor approval
Internship in Retailing	MAR4945	90 credits; instructor Approval
Advertising Internship	MAR4940	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, MAR4325, 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 requires analyzing and understanding how customers behave, their motivations, their perceptions and preferences to segment the market.

## 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)