

Marketing (BBA or BS)

The following information is a general overview of the program for students in the **Spring 25 and Summer 25** catalog. Speak with your advisor if you are unsure of your catalog. Reviewing this sheet is NOT a replacement for advising meetings which are recommended twice per year; **students are NOT encouraged to self-advise**. Requirements and course offerings may change for students not yet admitted or declared. The BBA degree also has a **fully online option**. The BS degree requires an additional six hours of advanced math. Note for **Second Bachelor's** Students: FLENT, Gen Ed, and *some* electives are not required.

Important Academic Policies

Please visit www.business.fau.edu/academicpolicies. It is especially important for prospective business majors to be aware of:

- **Limitation on Repeated Courses**
(max two attempts per course)
- **Limitation on Number of Withdrawals**
- **Deadlines to Declare a Major**

Requirements for All FAU Bachelor's Degree Programs

| Requirement | Description |
|---|---|
| Free electives to reach minimum 120 credits | Verify with your advisor how many free electives (if any) you need to graduate |
| Foreign Language Admission Requirement (FLENT) | Two passing years of the same high school foreign language or accepted equivalent |
| Civic Literacy (entering FL SUS or SCS Fa18 or later) | www.fau.edu/ugstudies and click "Civic Literacy" |

General Education (Gen Ed) Requirements

The pre-business foundation courses and Civic Literacy satisfy many Gen Eds (formerly known as 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 Gen Ed Requirement. To view the Gen Ed checklist, visit www.fau.edu/uas/curriculum and scroll down to "Business."

| Category | Required Credits | Notes |
|-----------------------|------------------|--|
| Natural Science | 6 credits | One course must include a lab |
| Humanities | 6 credits | Choose one Writing Across the Curriculum (WAC) course |
| Additional Enrichment | 3 credits* | *If exempt from Civic Literacy credits, take 6 cr Add'l Enrichment |

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 | |
| Accounting II (Managerial) | ACG2071 | ACG2021 |
| Macroeconomics | ECO2013 | |
| Microeconomics | ECO2023 | |
| Methods of Calculus | MAC2233 | MAC1105 or ALEKS score 45 |
| Introductory Statistics | STA2023 | |
| Information Systems Fundamentals | ISM2000 | |

Requirements to Declare the Major and Timely Graduation

To declare Marketing (MKTG), students must have satisfied FLENT, satisfied Civic Literacy, and achieved a minimum 2.5 GPA in the Pre-Bus Foundation. 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 of Organizations | MAN3025 | 60 cr (54 cr w/ approval; 45 cr w/ approval if pbus/gen ed complete) |
| Principles of Marketing | MAR3023 | 30 credits |
| Financial Management | FIN3403 | 60 cr (54 cr w/advisor approval); ACG2021 & ACG2071 |
| Business Law 1 | BUL4421 | 60 credits |
| Choose ONE economics course: Money and Financial Markets Intermediate Microeconomics Intermediate Macroeconomics | Choose ONE : ECO4223 ECO3101 ECO3203 | ECO2013 & ECO2023 ECO2013 & ECO2023 ECO2013 & ECO2023 |
| Choose ONE International Perspective from ECS3013, ECO3703*, ECO4704, ECO4713, FIN4604, MAN3600, MAR4156 , or ACG3131. Pre-reqs vary. | | |
| Management Information Systems | ISM3011 | 30 credits; ISM2000 |
| Bus. Communication: Crit. Analysis & App. | GEB3213 | Declared in major; 60 credits |
| Introduction to Business Analytics** | ISM3116** | Declared in major |
| Operations Management | MAN3506 | Declared in major; MAN3025 |
| Global Strategy and Policy | MAN4720 | Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, GEB3213, and MAN3506 |

*ECO3703 can never be used for an Economics major | **Students in catalog year Su25 or earlier who have already taken QMB3600 will not need ISM3116.

Marketing Major Courses (Minimum Grade "C") Spring 25 and Summer 25 Catalog

| Course or Requirement Title | Prefix & Number | Pre-requisites (Minimum Grade "C") |
|--|-----------------|--|
| Consumer Behavior | MAR4503 | Declared in major; MAR3023 |
| RI: Marketing Research and Consumer Analytics | MAR4613 | Declared in major; MAR3023 and STA2023 |
| Marketing Strategy | MAR4803 | Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, QMB3600, and MAR4613 |
| Choose THREE MKTG major electives: Students can choose to focus on one of the elective clusters below or take courses from multiple clusters. | | |
| <i>Advertising</i> | | |
| Principles of Advertising | MAR3326 | Declared in major |
| Promotional Management | MAR4323 | Declared in major; MAR3023 |
| RI: Adv Adver: Research, Persuasion & Creativity | MAR4334 | Declared in major; MAR3326 and STA2023 |
| <i>Retail</i> | | |
| Retail Management | MAR4231 | Declared in major; MAR3023 |
| Merchandising Management | MAR4232 | Declared in major; MAR3023; MAR4613 |
| <i>Sales Mgmt/Personal Selling</i> | | |
| Personal Selling | MAR4400 | Declared in major; 60 credits |
| Sales and Sales Management | MAR4403 | Declared in major; MAR3023 |
| Strategies in Business Markets | MAR4453 | Declared in major; MAR3023 |
| Business Analytics Marketing & Customer Relationship Mgmt | MAR4615 | Declared in major; MAR3023 |
| <i>Digital Marketing</i> | | |
| Digital Marketing | MAR4721 | Declared in major; MAR3023 and ISM3011 |
| Introduction to Social Media Marketing | MAR4724 | 60 credits; MAR3023 |
| Introduction to Influencer Marketing | MAR4725 | MAR3023 |
| Artificial Intelligence in Marketing | MAR4741 | 60 credits; MAR3023 |
| <i>International Marketing</i> | | |
| International Marketing | MAR4156* | Declared in major; 60 credits; MAR3023 |
| Marketing Study Abroad | MAR4957 | Study abroad approval |
| <i>Services Marketing</i> | | |
| Sports Marketing | MAR4711 | Declared in major; MAR3023 (or alternate per catalog) |
| Healthcare Marketing | MAR4712 | 60 credits; MAR3023 |
| Services Marketing | MAR4830 | Declared in major; MAR3023 |
| ONE of the following can be used towards major ONLY if MAR4503, MAR4613, MAR4803, and two other MAR courses from this page are also taken | | |
| Events Management | HFT3741 | Declared in major |
| Excellence in Guest Service Management | HFT4240 | Declared in major |
| Hospitality Marketing and Revenue Management | HFT4503 | Declared in major |
| <i>Entrepreneurial Marketing</i> | | |
| Entrepreneurial Marketing | MAR4765 | Declared in major; 90 credits; MAR3023 |
| Marketing and Product/Service Innovation | MAR4836 | Declared in major; 60 credits; MAR3023 |
| Marketing Strategy Case Competition | MAR4933 | Declared in major; 60 credits; instructor approval |
| <i>General Options</i> | | |
| Special Topics (subject matter varies) | MAR4933 | Declared in major; may require instructor approval |
| General Marketing Internship | MAR4946 | Declared in major; 90 credits; MAR3023; instructor approval |

Upper Division Business Elective (UDE): Confirm with advisor whether this is required for you

| Requirement | Suggested Option: Internship |
|---|---|
| All business core majors must complete 51 credits (17 courses) of upper division business coursework. MKTG majors meet this requirement with their 11 core courses and 6 major courses. *MAR4156 will satisfy one of the three MKTG major electives as well as the international perspective requirement in the business core; students who choose this option will need an upper division business elective (UDE). Choose any ONE 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 the College of Business Career Development and Internship Coordinator. |

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 graduates find careers in a variety of industries including consumer companies, healthcare, nonprofits, and manufacturing across a diverse range of career paths in areas such as digital marketing, brand management, advertising, marketing research, business analytics, sales and sales management, and hospitality management.

Additional Information and Resources

College of Business Student Academic Services

Academic Advising Services and Appointment Information: www.business.fau.edu/advising | COBAdvising@fau.edu

Career Development Advising Services and Appointment Information: www.business.fau.edu/careers | businessinterns@fau.edu

Assistance with Appointment Scheduling: Boca: 561-297-3688 | Davie: 954-236-1290

Marketing Department: www.business.fau.edu/marketing | Graduate Programs: www.business.fau.edu/masters