

B.S. DEGREE IN MARKETING REQUIREMENTS FOR THE MARKETING MAJOR 2010-2011

Admission Requirements for the Marketing Major:

The Marketing major is a limited access program. To be admitted to the major, students must (1) have completed at least 52 semester hours, (2) have completed ACG 2021, CGS 2100, ECO 2013, ECO 2023, MAC 2233, and STA 2023 with a grade of "C-" or better in each course, and (3) have the required overall GPA on all prior college level work that is in effect at the time they enter the major. **The overall GPA required for the 2010-2011 academic year (Fall 2010, Spring 2011, and Summer 2011) is 2.90. The overall GPA required is subject to change each academic year.**

Course #		Course Title		Hrs	Course Prerequisites
Lower-level Prerequisites for Marketing Majors: Students must earn a "C-" or better in each course. All of these courses, except ACG 2071, must be completed prior to admission to the Marketing major.					
	ECO	2013	Principles of Macroeconomics	3	None
	ECO	2023	Principles of Macroeconomics	3	None
	MAC	2233	Calculus for Business and Nonphysical Sciences	3	MAC 1105
	STA	2023	Fundamental Business Statistics	3	MAC 1105
	CGS	2100	Microcomputer Applications for Business	3	None
	ACG	2021	Introduction to Financial Accounting	3	None
	ACG	2071	Introduction to Managerial Accounting	3	ACG 2021
Non-Business Course Requirement for Marketing Majors: Students must complete at least 60 hours in non-business courses. Transfer students may count non-business courses completed at another institution toward this requirement.					
3000-4000 Level Course Requirement: All students at FSU must complete at least 45 hours in courses at the 3000 or 4000 level. These courses may be in business or outside of business. The specific courses required at the 3000-4000 level for the Marketing major total 42 hours.					
General Business Core Requirements for Marketing Majors: Students must earn a "C-" or better in each course.					
	BUL	3310	The Legal and Ethical Environment of Business	3	None
	FIN	3403	Financial Management of the Firm	3	ECO 2023, ACG 2021
	GEB	3213	Business Communications	3	Admission to the major
	MAN	3240	Organizational Behavior	3	None
	MAR	3023	Basic Marketing Concepts	3	ECO 2023
General Business Breadth Requirements for Marketing Majors: Students must earn a "C-" or better in each course. *The same course may not be used to satisfy part of the General Business Breadth Requirements and part of the Marketing Major Area Requirements.					
	ISM	3003	Foundations of Management Information Systems	3	CGS 2100
	QMB	3200	Quantitative Methods for Business Decisions	3	CGS 2100, STA 2023
Plus one (1) elective from the following list of courses:					
	FIN	3244	Financial Markets, Institutions, and Intl. Finance Systems	3	ECO 2013, ACG 2021
	HFT	3240	Managing Service Organizations	3	None
	MAN	3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
	MAN	4720	Strategic Management and Business Policy	3	FIN 3403, MAN 3240, MAR 3023
	MAR	3400*	Professional Selling	3	MAR 3023 (pre/co-req)
	REE	3043	Real Estate	3	None
	RMI	3011	Risk Management and Insurance	3	None

Course #	Course Title	Hrs	Course Prerequisites
Marketing Major Area Requirements: Students must earn a "C-" or better in each course.			
MAN 3504	Service Operations Management	3	QMB 3200
MAR 3503	Consumer Behavior	3	MAR 3023
MAR 4613	Marketing Research	3	MAR 3023, QMB 3200
Plus three (3) electives from the following list:			
MAN 3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
MAR 3231**	Retailing Management	3	MAR 3023
MAR 3323**	Promotional Management	3	MAR 3023
MAR 3400*	Professional Selling	3	MAR 3023 (pre/co-req)
MAR 3461**	Principles of Purchasing	3	MAR 3023
MAR 3711	Sports, Recreation, and Entertainment Marketing	3	MAR 3023
MAR 4156	Multinational Marketing	3	MAR 3023, MAN 3600
MAR 4203**	Logistics & Supply Chain Management	3	MAR 3023, MAN 3504
MAR 4462**	Seminar in Purchasing & Materials Management	3	MAR 3023, MAR 3461
MAR 4614**	Advanced Marketing Research	3	MAR 3023, MAR 4613
MAR 4717	Strategic Sports Marketing	3	MAR 3023, MAR 3711
MAR 4721	Electronic Marketing	3	MAR 3023
MAR 4841	Services Marketing	3	MAR 3023
MAR 4939r**	Marketing Seminar (Special Topics)	3	MAR 3023
MAR 4941	Marketing Internship	3	MAR 3023, one additional MAR course
Alternate Electives: As an alternative to electives offered within the Marketing Department, students may choose up to one (1) of these courses and have it count as an elective within the Marketing Major.			
ADV 3008	Principles of Advertising	3	None
ADV 3410	Hispanic Marketing Communication	3	None
PUR 3000	Introduction to Public Relations	3	None
SPC 4540	Persuasion	3	None

* The same course may not be used to satisfy part of the General Business Breadth Requirements and part of the Marketing Major Area Requirements.

** These courses are offered based on faculty availability.

Additional Information:

- In addition to the requirements outlined above, each student must complete all University-wide requirements for graduation.** These requirements include liberal studies requirements, the multicultural requirement, the Gordon Rule writing requirement, the summer school requirement, the FSU residency requirement, and total hours requirements.
- Students **must not** enroll in **any** course at another institution without first receiving approval from the College of Business Undergraduate Programs Office. Once enrolled at FSU, students should plan to take their upper-level business course at FSU. Any exception to this policy must be approved in advance by the College of Business Undergraduate Programs Office. Transfer of upper-level business course completed prior to enrolling at FSU must be from business colleges at other 4-year, accredited institutions. These courses must be approved for course substitution by the College of Business Undergraduate Programs Office upon entering FSU.
- For further information regarding the marketing major, contact the Department of Marketing, RBA 307, 644-4091.