

# Marketing

The B.S.B.A. in Marketing is an included program in the University's accreditation by AACSB International.

In today's hyper-competitive business environment, it is becoming very clear that for any organization to prosper, it must adopt a market orientation as its guiding management philosophy. Being market oriented simply means that an organization considers the needs and wants of its customers as crucial input in every decision that it makes. To successfully accomplish this goal, the organization must develop and nurture close relationships with its customers. No matter which specialization you choose to pursue, a career in Marketing is at its heart a career in creating and managing these relationships. Marketers are literally the interface between the organization and its customers. The Bachelor of Science in Business Administration (B.S.B.A.) degree prepares students for a variety of careers in the marketing profession. Historically, a large portion of top-level managers in major corporations are promoted from the marketing area. Of course, all successful entrepreneurs must possess highly developed marketing skills. Marketing program students choose one of four specializations.

## Comprehensive Marketing Specialization

This specialization prepares students for a broad range of positions in marketing. Students are required to complete five marketing electives from among the courses offered at the 3000 and 4000 levels.

## Global Marketing Specialization

This specialization focuses on the issues of marketing in an increasingly global market. Students are required to spend at least one semester at one of UWF's partner universities abroad studying marketing. This cultural, as well as educational experience, prepares students especially well for positions dealing with the cross-cultural nature of marketing in the global marketplace. Students must complete a specific sequence of courses in this specialization, designed in conjunction with their advisor, at the partner university. To participate in this required part of the program, students must have a minimum 2.50 cumulative GPA. It is recommended, but not required, that during their lower division studies students complete two additional courses in a foreign language beyond the University's foreign language admission requirement.

## Sales Management Specialization

This specialization focuses on issues involved in negotiation, professional selling, and sales management in free market economies. It emphasizes building customer relationships, managing sales staff, and analysis of marketplace opportunities.

## Program Requirements

In addition to general University requirements, students seeking the B.S.B.A. in Marketing must meet the requirements listed below. A minimum course grade of "C" is required in all College of Business prerequisites, major, and major-related courses.

Students should consult with their academic advisor for courses which may satisfy both the General Education requirements and common prerequisites.

## General Education

In addition to the General Education requirements listed on this page, students must satisfy all additional University requirements, including

the Gordon Rule, multicultural, and foreign language requirements. With appropriate planning and coordination with an academic advisor, students may satisfy some of the general University requirements through the General Education curriculum. For a complete listing of general degree requirements, refer to the "Graduation and General Degree Requirements (<http://catalog.uwf.edu/undergraduate/universityrequirements>)" section of this catalog.

General Education Curriculum:

## Communication

ENC 1101	English Composition I	3
ENC 1102	English Composition II	3

## Mathematics

Choose one course from Group A and one Additional course from either Group A or Group B 6

### Group A

MAC 1105	College Algebra
MAC 2311	Analytic Geometry and Calculus I
MGF 1106	Mathematics for Liberal Arts I
MGF 1107	Mathematics for Liberal Arts II
STA 2023	Elements of Statistics

### Group B

MAC 1105C	College Algebra with Lab
MAC 1114	Trigonometry
MAC 1140	Precalculus Algebra
MAC 2233	Calculus with Business Applications
MAC 2312	Analytic Geometry and Calculus II

## Social Sciences

Choose one course from Group A and one additional course from either Group A or Group B 6

### Group A

AMH 2020	United States since 1877
ANT 2000	Introduction to Anthropology
ECO 2013	Principles of Economics Macro
POS 2041	American Politics
PSY 2012	General Psychology
SPM 2010	Sport in Global Society
SYG 2000	Introduction to Sociology

### Group B

AMH 2010	United States to 1877
ANT 2400	Current Cultural Issues
ANT 2100	Introduction to Archaeology
CCJ 2002	Survey of Crime and Justice
CPO 2002	Comparative Politics
DEP 2004	Human Development Across the Lifespan
EUH 1000	Western Perspectives I
EUH 1001	Western Perspectives II
FIN 2104	Personal Financial Planning
GEA 2000	Nations and Regions of the World
GEB 1011	Introduction to Business
IDH 1041	Honors Core 2
INR 2002	International Politics
MMC 2000	Principles of Mass Communication

PLA 2013	Survey of American Law	
SOW 2192	Understanding Relationships in the 21st Century	
SYG 2010	Current Social Problems	

## Humanities

Choose one course from Group A and one additional course from either Group A or Group B 6

Group A		
ARH 1000	Art Appreciation	
LIT 2000	Introduction to Literature	
MUL 2010	Music Appreciation	
PHI 2010	Introduction to Philosophy	
THE 2000	Theatre Appreciation	
Group B		
AML 2010	American Literature I	
AML 2020	American Literature II	
AML 2072	Sex, Money, and Power in American Literature	
ARH 2050	Western Survey I: Prehistory to the Medieval Period	
ARH 2051	Western Survey II: Renaissance to Contemporary	
ART 1015C	Exploring Artistic Vision	
ART 2821	Art and Visual Culture Today	
CRW 2001	Introduction to Creative Writing	
ENL 2010	History of English Literature I	
ENL 2020	History of English Literature II	
IDH 1040	Honors Core 1	
MUH 2930	The Music Experience: Special Topics	
PHI 2103	Critical Thinking	
PHI 2603	Ethics in Contemporary Society	
REL 1300	World Religions	
THE 2300	Survey of Dramatic Literature	
SPC 2608	Basic Communication Skills	

## Natural Sciences

Choose one course from Group A and one additional course from either Group A or Group B 6

Group A		
AST 1002	Descriptive Astronomy	
BSC 1005	General Biology for Non-Majors	
BSC 1085	Anatomy and Physiology I	
BSC 2010	Biology I	
CHM 1020	Concepts in Chemistry *	
CHM 2045	General Chemistry I *	
ESC 2000	Introduction to Earth Science	
EVR 2001	Introduction to Environmental Science	
PHY 1020	Introduction to Concepts in Physics *	
PHY 2048	University Physics I **	
PHY 2048C	University Physics I - Studio	
PHY 2053	General Physics I **	
Group B		
ANT 2511	Biological Anthropology	

BOT 2010	General Botany	
BSC 1050	Fundamentals of Ecology	
BSC 1086	Anatomy and Physiology II *	
BSC 2011	Biology II	
BSC 2311	Introduction to Oceanography and Marine Biology *	
CGS 2060	Excursions in Computing	
CHM 1032	Fundamentals of General Chemistry *	
CHM 2046	General Chemistry II *	
CIS 2530	Introduction to Cyber Security	
GEO 1200	Physical Geography	
GLY 2010	Physical Geology *	
MCB 1000	Fundamentals of Microbiology *	
PHY 2049	University Physics II **	
PHY 2054	General Physics II *	

\* May be taken with or without lab.

\*\* General Physics is non-calculus based and is usually recommended for non-science majors. University Physics is calculus based and is usually recommended for science majors.

\*\*\* Although students receive 5 semester hours credit for PHY 2048C, an additional 3 semester science course will be needed to meet General Education requirements.

## General Education Electives

Choose an additional course from two of the three areas of Humanities, Social Sciences and Natural Sciences

Marketing majors should take the following courses to satisfy components of the General Education curriculum courses:

Humanities		3
SPC 2608	Basic Communication Skills	
Mathematics:		6
STA 2023	Elements of Statistics	
MAC 2233	Calculus with Business Applications	
Social sciences		
ECO 2013	Principles of Economics Macro	

## Common Prerequisites

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. See the Common Prerequisite Manual (<https://dlss.flvc.org/admin-tools/common-prerequisites-manuals>) for course substitutions from Florida colleges and universities.

ACG 2021	Principles of Financial Accounting	3
ACG 2071	Principles of Managerial Accounting	3
CGS 2570	Personal Computer Applications	3
ECO 2013	Principles of Economics Macro *	3
ECO 2023	Principles of Economics Micro	3
MAC 2233	Calculus with Business Applications *	3
STA 2023	Elements of Statistics *	3
Total Hours		21

\* Indicates common prerequisites which can be used to satisfy General Education requirements.

## Lower Division Electives

Students must complete sufficient 1000/2000 level electives to complete at least 60 semester hours in the lower division. Current UWF students may use elective courses at any level (1000-4000) to meet this elective requirement.

Total Hours	3-12
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## College of Business BSBA Core

All students pursuing a BSBA major in the College of Business must complete each of the following BSBA core courses with a grade of C (2.0) or better.

BUL 3130	Legal Environment of Business	3
FIN 3403	Managerial Finance	3
GEB 3213	Writing for Business: Theory and Practice	3
GEB 3453	Business Ethics and Stakeholder Management	3
GEB 4361	International Business	3
ISM 3011	e-Business Systems Fundamentals	3
MAN 3025	Management Fundamentals	3
MAN 3504	Operations Management	3
MAN 4720	Strategic Management	3
MAR 3023	Marketing Fundamentals	3
Total Hours		30

## College of Business Undergraduate Transfer Credit Policy

The College of Business at the University of West Florida is accredited by AACSB International, the highest level of accreditation available to a college or school of business. As such, the College believes that it is in the student's best interest to take all junior/senior level BSBA Core, Major, and Major-related courses at UWF. These courses are typically taught by academically or professionally qualified faculty members as defined in the College's policy on faculty qualifications.

Undergraduate transfer credit for degree programs in the College of Business is awarded consistent with specifications in the UWF Catalog and the requirements of Florida's Common Numbering System.

Normally, the College will not accept transfer credits for courses completed more than 15 years prior to the date of the request for acceptance of the transfer credits.

Normally, the College of Business will not accept transfer credits as equivalent to UWF 3000/4000 level business-related courses from institutions not accredited by AACSB International.

Students should seek guidance from their College of Business academic advisors on these matters.

## Comprehensive Marketing Specialization

### Major

#### Comprehensive Marketing Specialization

MAR 3503	Consumer Behavior <sup>+</sup>	3
MAR 4613	Marketing Research <sup>+</sup>	3
MAR 4803	Marketing Strategy <sup>+</sup>	3

Five 3000/4000 level Marketing (MAR) electives <sup>+</sup>	15
Total Hours	24

### Major-Related

3000/4000 level advisor-approved courses <sup>+</sup>	6
Total Hours	6

<sup>+</sup> Courses included in the major GPA

## Global Marketing Specialization

### Major

#### Global Marketing Specialization

MAR 3503	Consumer Behavior <sup>+</sup>	3
MAR 4156	Seminar in International Marketing <sup>+</sup>	3
MAR 4613	Marketing Research <sup>+</sup>	3
MAR 4803	Marketing Strategy <sup>+</sup>	3
Three advisor-approved marketing courses taken at a UWF partner University abroad <sup>+</sup>		9
3000/4000 level Marketing (MAR) elective <sup>+</sup>		3
Total Hours		24

### Major-Related

3000/4000 level advisor-approved courses <sup>+</sup>	6
Total Hours	6

<sup>+</sup> Courses included in the major GPA

## Sales Management Specialization

### Major

#### Sales Management Specialization

MAR 3202	Supply Chain Logistics Management <sup>+</sup>	3
MAR 3370	Information Sources for Business Decisions <sup>+</sup>	3
MAR 3503	Consumer Behavior <sup>+</sup>	3
MAR 4403	Sales Management <sup>+</sup>	3
MAR 4412	Professional Selling Methods <sup>+</sup>	3
MAR 4613	Marketing Research <sup>+</sup>	3
MAR 4803	Marketing Strategy <sup>+</sup>	3
3000/4000 level Marketing elective <sup>+</sup>		3
Total Hours		24

### Major Related

3000/4000 level advisor-approved electives <sup>+</sup>	6
Total Hours	6

<sup>+</sup> Courses included in the major GPA

## Minors

All courses in minors must be completed with a "C" or better.

## Marketing

The Minor in Marketing requires completion of the following courses of which 9 sh of upper division course work must be taken at UWF. Marketing majors may not earn this minor.

MAR 3023	Marketing Fundamentals	3
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MAR 4412	Professional Selling Methods	3
3000/4000 level Marketing (MAR) Electives		6
Choose one of the following:		3
ACG 2021	Principles of Financial Accounting	
ACG 3082	Accounting for Non-Majors	
Choose one of the following:		3
ECO 2013	Principles of Economics Macro	
ECO 3003	Principles of Economic Theory and Public Policy	
Total Hours		18

## Marketing Applications

The Minor in Marketing Applications is designed for and only available to non-business majors. Marketing majors may not earn this minor.

MAR 3023	Marketing Fundamentals	3
Choose four of the following:		12
MAR 3370	Information Sources for Business Decisions	
MAR 3503	Consumer Behavior	
MAR 4231	Retail Strategy	
MAR 4324	Integrated Marketing Communications: Principles	
MAR 4403	Sales Management	
MAR 4412	Professional Selling Methods	
MAR 4721	Digital Marketing	
MAR 4841	Services Marketing	
3000/4000 (Marketing advisor approved)		
Total Hours		15

## Digital Marketing Certificate

Department: [Marketing](#)

Semester Hours: 12

**Program Requirements:** in addition to meeting general UWF requirements, participants must successfully complete the prescribed courses earning a grade of "C" (2.0) or better in each course, and secure a combined grade point average of 2.5 or higher for the courses required by the certificate.

This certificate is designed to enable students to earn additional credentials within the requirements of their current degree programs. The Certificate in Digital Marketing was developed in response to changes in business communication technologies and business/customer interactions of the 21st century, namely, social media marketing and digital marketing in general.

MAR 3023	Marketing Fundamentals	3
MAR 4721	Digital Marketing	3
MAR 4236	Social Media Marketing	3
Choose one of the following:		3
MAR 4841	Services Marketing	
MAR 4613	Marketing Research	
MAR 3860	Customer Relationship Management	
Total Hours		12

## Sales Management Certificate

Department: [Marketing](#)

Semester Hours: 12

**Program Requirements:** in addition to meeting general UWF requirements, participants must successfully complete the prescribed courses earning a grade of "C" (2.0) or better in each course, and secure a combined grade point average of 2.5 or higher for the courses required by the certificate.

MAR 3023	Marketing Fundamentals	3
MAR 4403	Sales Management	3
MAR 4412	Professional Selling Methods	3
One marketing elective		3
Total Hours		12