

## 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](http://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)	<a href="http://www.fau.edu/ugstudies">www.fau.edu/ugstudies</a> 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](http://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	MAC1105, MGF1106, MGF1130, MAC2233, or ALEKS score 30
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 <b>ONE</b> economics course: Money and Financial Markets Intermediate Microeconomics Intermediate Macroeconomics	Choose <b>ONE</b> : ECO4223 ECO3101 ECO3203	30 credits; ECO2013 & ECO2023 60 credits; ECO2013 & ECO2023 60 credits; ECO2013 & ECO2023
Choose <b>ONE</b> International Perspective from ECS3013, ECO3703*, ECO4704, ECO4713, FIN4604, MAN3600, <b>MAR4156</b> , or ACG3131. Pre-reqs vary.		
Management Information Systems	ISM3011	30 credits; ISM2000
Bus. Communication: Crit. Analysis & App.	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, GEB3213, QMB3600, and MAN3506

\*ECO3703 can never be used for an Economics major

## 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
Marketing Research & Information Systems	MAR4613	Declared in major; MAR3023 and STA2023
Marketing Strategy	MAR4803	Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, QMB3600, and MAR4613
<b>Choose THREE MKTG major electives:</b> 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; MAR4231
<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	
Introduction to Influencer Marketing	MAR4725	
Artificial Intelligence in Marketing	MAR4731	Declared in major; MAR3023
<i>International Marketing</i>		
International Marketing	MAR4156*	Declared in major; MAR3023
Marketing Study Abroad	MAR4957	
<i>Services Marketing</i>		
Sports Marketing	MAR4711	Declared in major; MAR3023 (or alternate per catalog)
Healthcare Marketing	MAR4712	Declared in major; MAR3023
Services Marketing	MAR4830	Declared in major; MAR3023
<b>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</b>		
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

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)