

B.S. DEGREE IN MARKETING REQUIREMENTS FOR THE MARKETING MAJOR

2024-2025

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, ACG 2071, CGS 2100 or CGS 2518, 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 2024-2025 academic year (Fall 2024, Spring 2025, and Summer 2025) is 2.900. The overall GPA required is subject to change each academic year.**

Lower-level Prerequisites for Marketing Majors: Students must earn a “C-” or better in each course. All of these courses must be completed prior to admission to the Marketing major.				
Course #		Course Title	Hrs	Course Prerequisites
ECO	2013	Principles of Macroeconomics	3	None
ECO	2023	Principles of Microeconomics	3	None
MAC	2233	Calculus for Business	3	MAC 1105
STA	2023	Fundamental Business Statistics	3	MAC 1105
CGS	2100	Microcomputer Applications for Business	3	None
or				
CGS	2518	Spreadsheets for Business <i>(CGS2518 is required for graduation)</i>	3	None
ACG	2021	Introduction to Financial Accounting	3	None
ACG	2071	Introduction to Managerial Accounting	3	ACG 2021
CGS 2518 – Spreadsheets for Business (3) is required for students in the Marketing Major. A grade of “C-” or better is required.				
GEB 1030 – Professional Development for Business careers (1) is required for all students entering FSU Fall 2019 or later. A grade of “C-” or better is required.				
RMI 2302 – Risk in Business and Society (3) is required for students entering FSU Fall 2013 or later. A grade of “C-” or better is required.				
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
ISM	3541	Introduction to Business Analytics	3	None
MAN	3240	Organizational Behavior	3	None
MAR	3023	Basic Marketing Concepts	3	None
General Business Breadth Requirements for Marketing Majors: Students must earn a “C-” or better in each course.				
MAN	4720	Strategic Management and Business Policy	3	FIN 3403, MAN 3240, MAR 3023
Plus two (2) electives from the following list of 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.				
MAN	3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
MAR	3231*	Retailing Management	3	None
MAR	3400*	Professional Selling	3	MAR 3023 (pre/co-reg)
QMB	3200*	Quantitative Methods for Business Decisions	3	CGS 2100, STA 2023

*** Students cannot major in more than one marketing major.

Please see reverse side

Marketing Major Area Requirements: Students must earn a "C-" or better in each course.					
Course #		Course Title		Hrs	Course Prerequisites
MAR	3503	Consumer Behavior		3	MAR 3023
MAR	4480	Marketing Strategy		3	MAR 3023
MAR	4613	Marketing Research		3	MAR 3023
Plus three (3) electives from the following list:					
MAN	3600*	Multinational Business Operations		3	ECO 2013, ECO 2023
MAN	4143	Contemporary Leadership Challenges		3	MAN 3240
MAN	4301	Human Resource Management		3	MAN 3240
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	4025	Innovation and Marketing of Small Business Enterprises		3	MAR 3023
MAR	4156	Multinational Marketing		3	MAR 3023, MAN 3600
MAR	4203**	Logistics & Supply Chain Management		3	MAR 3023
MAR	4233	Social Media Marketing		3	MAR 3023
MAR	4238**	Advanced Retail Management		3	MAR 3023 (pre/co-req)
MAR	4403	Sales Management		3	MAR 3023, MAR 3400
MAR	4415	Advanced Sales Techniques		3	MAR 3023, MAR 3400
MAR	4462**	Seminar in Purchasing & Materials Management		3	MAR 3023
MAR	4524	Consumer Demand Analytics with Big Data		3	MAR 3023, QMB 3200
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	4832	Product Innovation Management		3	MAR 3023
MAR	4939r**	Marketing Seminar (Special Topics)		3	MAR 3023
MAR	4941	Marketing Internship		3	MAR 3023, one additional MAR course
QMB	3200*	Quantitative Methods in Business		3	CGS2100, STA2023
Only 1 out of the 3 electives below may be used towards the required 3 Marketing electives					
IDS	3121	Business Case Analysis and Solution Development		3	MAR 3023
ADV	4411	Multicultural Marketing Communication		3	
ADV	4603	Account Planning		3	

* 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:

1. 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 summer residency requirement, the FSU residency requirement, and total hours requirement. Depending on time of admission to Florida State University, University-wide requirements may differ; please consult your advisor.

2. 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 courses completed prior to enrolling at FSU must be from business colleges at other 4-year, institutions with AACSB accreditation. These courses must be approved for course substitution by the College of Business Undergraduate Programs Office upon entering FSU.

3. Qualified students may apply for the Combined Bachelor of Science in Marketing/Master of Business Administration (BS/MBA) Pathway. Students in the Combined BS/MBA Pathway can take up to nine hours of graduate work that may double count for their graduate and undergraduate degree requirements. Important information to note:

a. To qualify for Combined Pathways student must have a 3.4+ GPA overall, a 3.2+ GPA overall in upper-division coursework and 3.2+ GPA in major-specific upper-division coursework.

b. Students can substitute the following graduate courses for undergraduate courses: MAR5668 for MAR4613, MAR5849 for MAR4841 (MAR Elective), and MAR5839 for 4832 (MAR Elective).

c. Graduation requirements for graduate degrees programs differ from undergraduate degree programs. If you are interested in finding out more about the Combined BS/MBA Pathway, visit <https://business.fsu.edu/combined-pathways>.

4. Please be advised that business courses offered in the summer semester are extremely limited.

5. For further information regarding the Marketing major, contact the Rockwood School of Marketing, RBA 307, (850) 644-4091.