### B.S. DEGREE IN MARKETING

**REQUIREMENTS FOR THE MARKETING MAJOR**

**2014 – 2015**

**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 2014-2015 academic year (Fall 2014, Spring 2015, and Summer 2015) is 2.90. 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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Hrs</th>
<th>Course Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 2013</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ECO 2023</td>
<td>Principles of Microeconomics</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>MAC 2233</td>
<td>Calculus for Business</td>
<td>3</td>
<td>MAC 1105</td>
</tr>
<tr>
<td>STA 2023</td>
<td>Fundamental Business Statistics</td>
<td>3</td>
<td>MAC 1105</td>
</tr>
<tr>
<td>CGS 2100</td>
<td>Microcomputer Applications for Business</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>CGS 2518</td>
<td>Spreadsheets for Business <em>(CGS2518 is required for graduation)</em></td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ACG 2021</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ACG 2071</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
<td>ACG 2021</td>
</tr>
</tbody>
</table>

**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.

**CGS 2518 – Spreadsheets for Business (3) is required for students in the Marketing Major. A grade of “C-” or better is required. This course also counts as a non-business course.**

**RMI 2302 – Risk in Business and Society (3) is required for students entering FSU 2013 or later. A grade of “C-” or better is required.**

**3000-4000 Level Course Requirements:** 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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Title</th>
<th>Hours</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 3310</td>
<td>The Legal and Ethical Environment of Business</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>FIN 3403</td>
<td>Financial Management of the Firm</td>
<td>3</td>
<td>ECO 2023, ACG 2021</td>
</tr>
<tr>
<td>GEB 3213</td>
<td>Business Communications</td>
<td>3</td>
<td>Admission to the major</td>
</tr>
<tr>
<td>MAN 3240</td>
<td>Organizational Behavior</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>MAR 3023</td>
<td>Basic Marketing Concepts</td>
<td>3</td>
<td>ECO 2023</td>
</tr>
</tbody>
</table>

**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.*

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Title</th>
<th>Hours</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN 3600 or MAR 3400</td>
<td>Multinational Business Operations or Professional Selling</td>
<td>3</td>
<td>ECO2013, ECO2023</td>
</tr>
<tr>
<td>MAN 4752</td>
<td>Competitive Dynamics</td>
<td>3</td>
<td>MAR3023 (pre/co-req)</td>
</tr>
<tr>
<td>QMB 3200</td>
<td>Quantitative Methods for Business Decisions</td>
<td>3</td>
<td>CGS 2100, STA 2023</td>
</tr>
</tbody>
</table>

Please see reverse side.
### Marketing Major Area Requirements: Students must earn a “C-” or better in each course.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Hrs</th>
<th>Course Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN 3504</td>
<td>Service Operations Management</td>
<td>3</td>
<td>QMB 3200</td>
</tr>
<tr>
<td>MAR 3503</td>
<td>Consumer Behavior</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 4613</td>
<td>Marketing Research</td>
<td>3</td>
<td>MAR 3023, QMB 3200</td>
</tr>
</tbody>
</table>

**Plus three (3) electives from the following list:**

<table>
<thead>
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<th>Hrs</th>
<th>Course Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN 3600*</td>
<td>Multinational Business Operations</td>
<td>3</td>
<td>ECO 2013, ECO 2023</td>
</tr>
<tr>
<td>MAR 3231**</td>
<td>Retailing Management</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 3323**</td>
<td>Promotional Management</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 3400*</td>
<td>Professional Selling</td>
<td>3</td>
<td>MAR 3023 (pre/co-req)</td>
</tr>
<tr>
<td>MAR 3461**</td>
<td>Principles of Purchasing</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 3711</td>
<td>Sports, Recreation, and Entertainment Marketing</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 4156</td>
<td>Multinational Marketing</td>
<td>3</td>
<td>MAR 3023, MAN 3600</td>
</tr>
<tr>
<td>MAR 4203**</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>3</td>
<td>MAR 3023, MAN 3504</td>
</tr>
<tr>
<td>MAR 4403</td>
<td>Sales Management</td>
<td>3</td>
<td>MAR 3023, MAR 3400</td>
</tr>
<tr>
<td>MAR 4415</td>
<td>Advanced Sales Techniques</td>
<td>3</td>
<td>MAR 3023, MAR 3400</td>
</tr>
<tr>
<td>MAR 4462**</td>
<td>Seminar in Purchasing &amp; Materials Management</td>
<td>3</td>
<td>MAR 3023, MAR 3461</td>
</tr>
<tr>
<td>MAR 4614**</td>
<td>Advanced Marketing Research</td>
<td>3</td>
<td>MAR 3023, MAR 4613</td>
</tr>
<tr>
<td>MAR 4717</td>
<td>Strategic Sports Marketing</td>
<td>3</td>
<td>MAR 3023, MAR 3711</td>
</tr>
<tr>
<td>MAR 4721</td>
<td>Electronic Marketing</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 4841</td>
<td>Services Marketing</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 4939**</td>
<td>Marketing Seminar (Special Topics)</td>
<td>3</td>
<td>MAR 3023</td>
</tr>
<tr>
<td>MAR 4941</td>
<td>Marketing Internship</td>
<td>3</td>
<td>MAR 3023, one additional MAR course</td>
</tr>
</tbody>
</table>

* 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.

*** Students choosing to double major in two marketing majors must have a minimum of four additional marketing courses for the second major.

**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 Gordon Rule writing requirement, the summer school requirement, the FSU residency requirement, and total hours requirements.

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 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.

3. For further information regarding the Marketing major, contact the Department of Marketing, RBA 307, (850) 644-4091.