

# MARKETING

Degree: Bachelor of Science in Business Administration  
 Specializations: Comprehensive Marketing  
 e-Commerce Marketing  
 Global Marketing  
 International Tourism  
 Marketing Research  
 Sales Management  
 Minors: Marketing, Marketing Applications  
 Certificates: Internet Marketing,  
 Sales Management  
 Department: Marketing & Economics  
 Building 53, Room 133  
 (850) 474-2652  
 market@uwf.edu  
 College: Business  
 Semester Hours Required for Degree: 120

Faculty: G.S. Martin (Chairperson), D.E. Allmon, A.D. Barlar, H. Bettis-Outland, R.F. Bush, H.C.K. Chen (Emeritus), D.R. Eppright, M.R. Howard, B. Kimball, R.J. Sjolander.

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 six 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 a partner university abroad. 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.

## **e-Commerce Marketing Specialization**

This specialization focuses on issues of marketing in an increasingly electronic marketplace. Students are required to complete a specific five course series designed to develop their knowledge and skills in electronic commerce.

## **International Tourism Specialization**

This specialization focuses on the issues of tourism marketing in an increasingly global market. Students are required to spend at least one semester at one of UWF's tourism partner universities abroad studying tourism marketing. This cultural, as well as educational, experience prepares students especially well for professional positions in US firms or governmental agencies that target international tourist markets. Students must complete a specific sequence of tourism marketing courses in this specialization, designed in conjunction with their advisor, at the partner university abroad. 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.

## **Marketing Research Specialization**

This specialization focuses on issues at the interface of information technology and research in marketing. Students are required to complete a specific series of courses designed to develop their knowledge and skills in the effective use of information resources and the analysis of marketing information for decision making. A required internship gives the student practical career building experience.

## **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.

Contact the department for information concerning certificate programs.

# 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 Studies requirements and common prerequisites.

Course descriptions are listed alphabetically by prefix in the back of this *Catalog*.

## **General Studies (36 sh)**

Marketing majors should take SPC 2016 to satisfy the humanities/values and expressions component, STA 2023 and MAC 2233 to satisfy the mathematics component, and ECO 2013 to satisfy the social science/socio-political component of General Studies.

For additional information see the General Studies section of this *Catalog*.

**Common Prerequisites (21 sh)**

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. Courses in brackets indicate substitutes from Florida public community/junior colleges and universities.

ACG	2021	Principles of Financial Accounting .....	3
		[ACG x021 or both ACG x001 & x011]	
ACG	2071	Principles of Managerial Accounting .....	3
		[ACG x071]	
CGS	2570	Personal Computer Applications .....	3
		[CGS 1100, 1530, 1570, 2000, 2060, 2100, 2531, MAN 2812]	
+ ECO	2013	Principles of Economics Macro .....	3
		[ECO x013]	
ECO	2023	Principles of Economics Micro .....	3
		[ECO x023]	
+ MAC	2233	Calculus with Business Applications .....	3
		[MAC x230, x233]	
+ STA	2023	Elements of Statistics .....	3
		[STA x023, QMB x100]	

+ Indicates common prerequisites which can be used to satisfy General Studies requirements.

**Lower Division Electives (3-12 sh)**

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 (1000-4999) to meet this elective requirement.

**COMPREHENSIVE MARKETING****Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

ACG	3311	Applied Managerial Accounting .....	3
BUL	3130	Legal Environment of Business .....	3
FIN	3403	Managerial Finance .....	3
GEB	4361	Business in the International Environment .....	3
ISM	3011	e-Business Systems Fundamentals .....	3
MAN	3025	Management Fundamentals .....	3
MAN	3504	Operations Management .....	3
MAN	4720	Policy Analysis & Formulation .....	3
MAR	3023	Marketing Fundamentals .....	3

Choose one:

ENC	3250	Professional Writing .....	3
GEB	3212	Writing for Business: Theory & Practice .....	3

Comprehensive Marketing Specialization (24 sh):

MAR	3503	Consumer Behavior .....	3
MAR	4613	Marketing Research .....	3
MAR	4803	Marketing Strategy .....	3
		3000/4000 level Marketing (MAR) electives .....	15

**Major-Related (6 sh)**

3000/4000 level advisor-approved courses .....

**Upper Division Electives (0 sh)****e-COMMERCE MARKETING****Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

Same as Comprehensive Marketing

e-Commerce Marketing Specialization (24 sh)

MAR	3503	Consumer Behavior .....	3
MAR	4613	Marketing Research .....	3
MAR	4721	Internet Marketing Principles .....	3
MAR	4728	High Tech Product Marketing Strategy .....	3
MAR	4803	Marketing Strategy .....	3
MAR	4880	Internet Marketing Management .....	3
		3000/4000 level Marketing (MAR) elective .....	6

**Major-Related (6 sh)**

3000/4000 level advisor-approved courses .....

**Upper Division Electives (0 sh)****GLOBAL MARKETING****Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

Same as Comprehensive Marketing

Global Marketing Specialization (24 sh)

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

**Major-Related (6 sh)**

3000/4000 level advisor-approved courses .....

**Upper Division Electives (0 sh)****INTERNATIONAL TOURISM****Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

Same as Comprehensive Marketing

International Tourism Specialization (24 sh)

MAR	3503	Consumer Behavior .....	3
MAR	4156	Seminar in International Marketing .....	3
MAR	4613	Marketing Research .....	3
MAR	4803	Marketing Strategy .....	3
		Four advisor-approved tourism marketing courses taken at a UWF partner university abroad .....	12

**Major-Related (6 sh)**

LEI 3xxx Travel and Tourism .....

(Must be taken prior to semester abroad)

Choose one:

LEI	4332	Community Tourism Development .....	3
LEI	4350	Outdoor Leisure .....	4

LEI	4560	Hospitality, Recreation, Tourism, and Resort Marketing .....	3
LEI	4602	Hospitality, Recreation, and Resort Planning and Design .....	3

**Upper Division Electives (0 sh)****MARKETING RESEARCH****Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

Same as Comprehensive Marketing

**Marketing Research Specialization (24 sh)**

MAR	3370	Information Sources for Business Decisions ..	3
MAR	3503	Consumer Behavior .....	3
MAR	4613	Marketing Research .....	3
MAR	4615	Advanced Topics in Marketing Research .....	3
MAR	4721	Internet Marketing Principles .....	3
MAR	4803	Marketing Strategy .....	3
MAR	4941	Marketing Internship .....	3
Course offered 1-6 sh per semester			
3000/4000 level Marketing (MAR) elective .....			3

**Major-Related (6 sh)**3000/4000 level advisor-approved courses .....

**Upper Division Electives (0 sh)**

**SALES MANAGEMENT**

**Major (54 sh)**

Courses from the C.O.B. Core (30 sh)

Same as Comprehensive Marketing

**Sales Management Specialization (24 sh)**

MAR	3370	Information Sources for Business Decisions ..	3
MAR	3503	Consumer Behavior .....	3
MAR	4403	Sales Management .....	3
MAR	4613	Marketing Research .....	3
MAR	4701	Professional Selling Methods .....	3
MAR	4803	Marketing Strategy .....	3
3000/4000 level Marketing (MAR) elective .....			3

*Choose one:*

MAR	4231	Retail Management .....	3
MAR	4842	Professional Services Marketing .....	3

**Major-Related (6 sh)**

3000/4000 level advisor-approved courses .....

**Upper Division Electives (0 sh)**

**MINORS**

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

**Marketing (18 sh)**

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
MAR	4701	Professional Selling Methods .....	3
3000/4000 level Marketing (MAR) Electives .....			6

*Choose one:*

ACG	2021	Principles of Financial Accounting .....	3
ACG	3082	Accounting for Non-Majors .....	3

*Choose one:*

ECO	2013	Principles of Economics Macro .....	3
ECO	3003	Principles of Economic Theory & Public Policy .....	3

**Marketing Applications (15 sh)**

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
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*Choose four:*

MAR	3370	Information Sources for Business Decisions .....	3
MAR	3503	Consumer Behavior .....	3
MAR	4231	Retail Management .....	3
MAR	4324	Integrated Marketing Communications: Principles .....	3
MAR	4333	Integrated Marketing Communications: Management .....	3
MAR	4403	Sales Management .....	3
MAR	4701	Professional Selling Methods .....	3
MAR	4721	Internet Marketing Principles .....	3
MAR	4842	Professional Services Marketing .....	3
MAR	4880	Internet Marketing Management .....	3