

MARKETING

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

Faculty: N.M. Arguea (Chairperson), D. Allmon (Emeritus), A.D. Barlar, H. Bettis-Outland, R.F. Bush, H.C.K. Chen (Emeritus), D.R. Eppright, S.B. Keller, B. Kimball, G.S. Martin, F.N. Morgan, 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 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.

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.

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.

Contact the department for information concerning the certificate.

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.

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 Accounting3 [ACG x021 or both ACG x001 & x011]
ACG	2071	Principles of Managerial Accounting3 [ACG x071]
CGS	2570	Personal Computer Applications3 [CGS 1100, 1530, 1570, 2000, 2060, 2100, 2531, MAN 2812]
+	ECO	2013 Principles of Economics Macro3 [ECO x013]
	ECO	2023 Principles of Economics Micro3 [ECO x023]
+	MAC	2233 Calculus with Business Applications3 [MAC x230, x233]
+	STA	2023 Elements of Statistics3 [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 (57 sh)

Courses from the C.O.B. Core (33 sh)

ACG	3311	Applied Managerial Accounting3
BUL	3130	Legal Environment of Business3
FIN	3403	Managerial Finance3
GEB	3xxx	Business Ethics and Stakeholder Management3
GEB	4361	International Business3
ISM	3011	e-Business Systems Fundamentals.....3
MAN	3025	Management Fundamentals3
MAN	3504	Operations Management3
MAN	4720	Policy Analysis & Formulation3
MAR	3023	Marketing Fundamentals3

Choose one:

ENC	3250	Professional Writing3
GEB	3212	Writing for Business: Theory & Practice3

Comprehensive Marketing Specialization (24 sh):

MAR	3503	Consumer Behavior3
MAR	4613	Marketing Research3
MAR	4803	Marketing Strategy3
		3000/4000 level Marketing (MAR) electives15

Major-Related (3 sh)

		3000/4000 level advisor-approved courses.....3
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Upper Division Electives (0 sh)

E-COMMERCE MARKETING

Major (57 sh)

Courses from the C.O.B. Core (33 sh)

Same as Comprehensive Marketing

e-Commerce Marketing Specialization (24 sh)

MAR	3503	Consumer Behavior3
MAR	4613	Marketing Research3
MAR	4721	Internet Marketing Principles3
MAR	4728	High Tech Product Marketing Strategy.....3
MAR	4803	Marketing Strategy3
MAR	4880	Internet Marketing Management3
		3000/4000 level Marketing (MAR) elective6

Major-Related (3 sh)

		3000/4000 level advisor-approved courses.....3
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Upper Division Electives (0 sh)

GLOBAL MARKETING

Major (57 sh)

Courses from the C.O.B. Core (33 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		
3000/4000 level Marketing (MAR) elective		3

Major-Related (3 sh)

3000/4000 level advisor-approved courses.....3

Upper Division Electives (0 sh)

SALES MANAGEMENT

Major (57 sh)

Courses from the C.O.B. Core (33 sh)
Same as Comprehensive Marketing

Sales Management Specialization (24 sh)

MAR 3202	Supply Chain Logistics Management.....	3
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

Major-Related (3 sh)

3000/4000 level advisor-approved courses.....3

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