

MARKETING

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

Faculty: N.M. Arguea (Chairperson), A.D. Barlar, H. Bettis-Outland, R.F. Bush, D.R. Eppright, S.B. Keller, B. Kimball, 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.

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 Applications.....3 [CGS X100, X530, X570, X000, X060, X531, MAN X812]
+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 Statistics.....3 [STA X023, X122, 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 Accounting	3
BUL	3130	Legal Environment of Business	3
FIN	3403	Managerial Finance	3
GEB	3453	Business Ethics and Stakeholder Management	3
GEB	4361	International Business	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 (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 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 (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			9
3000/4000 level Marketing (MAR) elective			3

Major-Related (3 sh)

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

MINORS

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

Business Minor (18-24 sh)

The Business Minor is designed to provide the non-business major with professional skills necessary for positions in business and industry. The curriculum is conceived as a broad introduction to several areas of business. Business majors may not earn this minor.

The Business Minor requires a minimum of 18 sh of course work. At least 12 sh must be upper-level courses and 9 sh of those must be completed at UWF. All courses must be completed with a grade of "C" or higher. Students should complete MAC 1105, STA 2023, and any computer literacy course before enrolling in required courses.

ACG	3082	Accounting for Non-Majors	3
		or both ACG 2021 & 2071-6 sh	
ECO	3003	Principles of Economic Theory and Public Policy	3
		or both ECO 2013 & 2023-6 sh	
FIN	3403	Managerial Finance	3
MAN	3025	Management Fundamentals	3
MAR	3023	Marketing Fundamentals	3
3000/4000 level Business elective			3

If a student completes equivalent work at the lower division level, the student must select upper-level business electives in the area of interest to complete the required 12 sh of upper-level work.

e-Business Minor (18 sh)

Distinct from any of the functional areas that support technology and business, the e-Business Minor is an interdisciplinary undergraduate program consisting of two foundation courses and four electives. It is intended to provide a solid foundation for those interested in pursuing opportunities in businesses that have already joined the e-Business revolution, as well as in businesses that are attempting to define the appropriate role of e-Business in their organizations. The e-Business Minor is open to all students who meet the requirements to enroll in ISM 3011,

the first course in the e-Business Minor sequence. All courses must be completed with a grade of "C" or better.

CGS	2570	Personal Computer Applications	3
ISM	3011	e-Business Systems Fundamentals	3

Choose four:

(Students should carefully review prerequisites before selecting courses)

ACG	4411	AIS Special Topics.....	3
CIS	4340	Software Methods for Remote Databases....	3
COP	2253	Programming Using Java	3
COP	3813	Internet Programming	3
ISM	3235	Business Development Environments	3
ISM	4481	Knowledge Management for e-Business	3
MAR	4721	Internet Marketing Principles	3
MAR	4728	High Tech Product Marketing Strategy.....	3
MAR	4880	Internet Marketing Management.....	3

May include either of:

CGS	3283	Networking Principles	3
ISM	4483	e-Business Infrastructure Management.....	3

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