

Marketing/GLOBAL MARKETING

Fall 2002

College of Business - The University of West Florida

Rev. FA04, FA07, FA08

Bachelor of Science in Business Administration (BSBA)

Rev. FA10

Student Name _____ Student Number _____

Phone Number _____ E-Mail Address _____

Catalog Year _____ Career Center _____ CLAST: Met _____ Needs _____

_____ GORDON RULE: Met _____ Needs _____ FOREIGN LANG: Met

Hours Needed _____ SUMMER HOURS: Not Required _____ Hours Needed _____ GENERAL STUDIES:

Met _____ Remaining _____ NATIVE STUDENT: _____ TRANSFERRED HOURS: Total

_____ Upper _____ Lower _____

Department Web Site: uwf.edu/market _____

A grade of C or better is required in all courses.

Pre-requisites	Hours	Term	Grade	Inst.	Total Hours
ACG 2021 Principles of Financial Accounting	3	_____	_____	_____	
ACG 2071 Principles of Managerial Accounting	3	_____	_____	_____	
CGS 2570 Personal Computer Applications	3	_____	_____	_____	
ECO 2013 Principles of Economics Macro	3	_____	_____	_____	
ECO 2023 Principles of Economics Micro	3	_____	_____	_____	
MAC 2233 Calculus with Business Applications	3	_____	_____	_____	
STA 2023 Elements of Statistics	3	_____	_____	_____	21

College of Business Core

MAR 3023 Marketing Fundamentals	3	_____	_____	_____	
MAN 3025 Management Fundamentals	3	_____	_____	_____	
BUL 3130 Legal Environment of Business	3	_____	_____	_____	
FIN 3403 Managerial Finance	3	_____	_____	_____	
MAN 3504 Operations Management	3	_____	_____	_____	
GEB 3453 Business Ethics & Stakeholder Management	3	_____	_____	_____	
ISM 3011 E-Business Systems Fundamentals	3	_____	_____	_____	
GEB 4361 Business in the International Environment	3	_____	_____	_____	
MAN 4720 Policy Analysis and Formulation	3	_____	_____	_____	

Choose One:

ENC 3250 Professional Writing	3	_____	_____	_____	
GEB 3213 Writing for Business: Theory & Practice	3	_____	_____	_____	30

Major Specialization Core

Three advisor approved Marketing courses taken at a
UWF partner University abroad

MAR 3503	Consumer Behavior	3	_____	_____	_____	
MAR 4613	Marketing Research	3	_____	_____	_____	
MAR 4803	Marketing Strategy	3	_____	_____	_____	
MAR 4156	Seminar in International Marketing	3	_____	_____	_____	
MAR Elective 3/4000 level	_____	3	_____	_____	_____	
MAR Elective 3/4000 level	_____	3	_____	_____	_____	
MAR Elective 3/4000 level	_____	3	_____	_____	_____	
MAR Elective 3/4000 level	_____	3	_____	_____	_____	24

Other Requirements:

Major Related Elective 3/4000 level	_____	3	_____	_____	_____	6
Major Related Elective 3/4000 level	_____	3	_____	_____	_____	

List of recommended electives is [available at uwf.edu/market](http://uwf.edu/market)
and in the department

Lower Division Program Hours Remaining: _____

Minimum Number of Hours Required at UWF to Complete the Degree: _____

Student Signature _____ Date

Academic Advisor Approval _____ Date

Assigned Faculty Advisor _____ Date
