

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

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 (Sub. MAR3370)	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
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
