

UCF Degree Programs

Marketing (B.S.B.A.)

College of Business Administration

Department of Marketing,

Business Administration II, Room: 307S

<http://business.ucf.edu/undergraduate-programs>

Phone: 407-823-2108

Students interested in majoring in marketing have two options: the marketing management track or the professional selling track. The marketing management track provides students with the knowledge and skills necessary to excel in entry-level positions in marketing management, product/brand management, or positions in retail, sales, market research, or promotion. The professional selling track prepares students for positions in B-B selling, with the potential to advance into either sales management or marketing management. Not eligible for a double degree with another College of Business Administration major.

Admission Requirements

- Completion of the UCF General Education program and Gordon Rule, or an AA degree from a Florida College System or State University System institution, and completion of each Common Program Prerequisite course with a "C" (2.0) or better.
- Completion of the following courses at UCF or at an AACSB accredited institution: ECO 3411, MAR 3023, FIN 3403, MAN 3025, and ACG 3173, with a GPA of at least 3.0, a grade of at least "B" (3.0) in MAR 3023, and no grade below a "C" (2.0). One course may be repeated one time in the next term of enrollment to meet these requirements.
- See Common Program Prerequisites
- A student's academic catalog year guarantees their graduation requirements, but not their admission requirements. All pre-majors are held to the current admission standards. This applies to both native and transfer students.

Degree Requirements

- Students who change degree programs and select this major must adopt the most current catalog.
- Students wanting to major in Marketing must apply for admission to the major.
- Any student receiving a business degree must complete a minimum of 30 of the 60 upper level business credit hours for their degree program in the UCF College of Business Administration. Additionally, 12 of the 30 credit hours completed at UCF must be from the department or school in which the student majors.
- For students seeking a double major within the College of Business, a maximum of 6 hours of Required Courses for the Major or Restricted Electives may count towards another business major.
- A maximum of 6 hours of Core Requirements or Restricted Electives may count towards another degree program or minor.
- Students in the Marketing major must maintain a 2.75 or higher cumulative Grade Point Average in all 3000 level or higher Marketing courses and a 2.0 or higher cumulative GPA in all College of Business courses taken at UCF. Failure to maintain the required GPAs will result in the student being placed on Lack of Progress in the major and/or College. If a student on Lack of Progress fails to achieve the minimum required GPA in the subsequent term, the student will be dropped as a Marketing major and/or College of Business student. A student who is dropped may seek re-admittance into the College or major by submitting a letter indicating the reasons for academic difficulties and positive plans for achieving the required GPA. Readmission is not automatic or guaranteed and as an exception to College policy is rarely granted.

- Students must earn a "B" or higher in MAR 3023. In addition, only grades of "C" (2.0) or higher transfer into the program and students must earn a minimum of "C" (2.0) or higher in all business courses. This includes all courses under requirements 2, 3, 4, 5 and 6 below.

1. UCF General Education Program (GEP) (36 hrs)

A: Communication Foundations (9 hrs)		
Prefer	SPC 1608	Fundamentals of Oral Communication 3 hrs

B: Cultural & Historical Foundations (9 hrs)

C: Mathematical Foundations (6 hrs)

Required	CGS 2100C	Computer Fundamentals for Business 3 hrs
Required	MAC 1105C	College Algebra 3 hrs

D: Social Foundations (6 hrs)

Select 1: (3 hrs)

Prefer	ECO 2013	Principles of Macroeconomics or	3 hrs
Prefer	ECO 2023	Principles of Microeconomics	3 hrs

Select 1: (3 hrs)

Suggested	PSY 2012	General Psychology or	3 hrs
Suggested	ANT 2000	General Anthropology or	3 hrs
Suggested	SYG 2000	Introduction to Sociology	3 hrs

E: Science Foundations (6 hrs)

2. Common Program Prerequisites (CPP) (18 hrs)

■ Must be completed with a "C" (2.0) or better			
ACG 2021	Principles of Financial Accounting		3 hrs
ACG 2071	Principles of Managerial Accounting		3 hrs
CGS 2100C	Computer Fundamentals for Business		3 hrs
ECO 2013	Principles of Macroeconomics		3 hrs
ECO 2023	Principles of Microeconomics		3 hrs

Select one of the following sequences of courses:

- Students who have not completed both MAC 2233 and STA 2023 with a "C" (2.0) or better must take ECO 3401.

ECO 3401	Quantitative Business Tools I	3 hrs
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or		
¹ MAC 2233	Concepts of Calculus and	3 hrs
STA 2023	Statistical Methods I	3 hrs

¹ Or MAC 2311 and MAC 2312

3. Core Requirements: Basic Level

- None

4. Core Requirements: Advanced Level (57 hrs)

Primary Core (15 hrs)

ACG 3173	Accounting for Decision-Makers	3 hrs
ECO 3411	Quantitative Business Tools II	3 hrs
FIN 3403	Business Finance	3 hrs
MAN 3025	Management of Organizations	3 hrs
MAR 3023	Marketing	3 hrs

Secondary Core (15 hrs)

GEB 3006	Introduction to Career Development and Financial Planning	2 hrs
GEB 3003	Career Research & Planning	1 hr
GEB 3005	Career Search Strategy	1 hr
BUL 3130	Legal and Ethical Environment of Business	3 hrs
GEB 3375	Introduction to International Business	3 hrs
MAR 3203	Supply Chain and Operations Management	3 hrs
GEB 4223	Business Interviewing Techniques	1 hr
GEB 4004	Executing Your Career Plan	1 hr

Required Courses for Major

Marketing Management Track: Required (24 hrs)

MAR 3391	Professional Selling	3 hrs
MAR 3503	Consumer Behavior	3 hrs
MAR 3613	Marketing Research	3 hrs
MAR 3615	Marketing Analysis	3 hrs
MAR 3721	Digital Media Marketing	3 hrs
MAR 4804	Marketing Strategy	3 hrs
MAR 4418	Strategic Sales Force Management	3 hrs
MAR 4832	Product Management	3 hrs

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Marketing Management Track: Electives

3 hrs

Select 1:

3 hrs

MAR 4841	Services Marketing or	3 hrs
MAR 4941	Marketing Internship	3 hrs

OR

Professional Selling Track: Required

27 hrs

■ Admission by department approval: Applicants restricted to declared marketing majors or other business majors who meet all GPA requirements for admission to the marketing major. Requires submission of application by May 1. Department faculty committee will select professional selling track participants based on academic achievement, work experience, outside activities and leadership positions, and responses to questions on the application form and in interviews. Must have earned a grade of "B-" (2.75) or higher in the following course to apply:

MAR 3391	Professional Selling	3 hrs
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Take all of the following:

MAR 3391	Professional Selling	3 hrs
MAR 3503	Consumer Behavior	3 hrs
MAR 3613	Marketing Research	3 hrs
MAR 3615	Marketing Analysis	3 hrs
MAR 3721	Digital Media Marketing	3 hrs
MAR 4804	Marketing Strategy	3 hrs
MAR 4413C	Strategic Issues in Sales	3 hrs
MAR 4415C	Advanced Professional Selling	3 hrs
MAR 4418	Strategic Sales Force Management	3 hrs

5. Restricted Electives

■ None

6. Capstone Requirements (3 hrs)

■ Admitted to a Business major, senior standing, and completion of MAN 3025, MAR 3023, FIN 3403, ECO 3411, and ACG 3173 or ACG 3131 are required to register for MAN 4720.

MAN 4720	Strategic Management	3 hrs
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7. Foreign Language Requirements

Admissions

■ Two years of one foreign language in high school, or one year of one foreign language in college (or equivalent proficiency exam) prior to graduation.

Graduation

■ None

8. Electives

■ Variable

9. Additional Requirements

■ None

10. Required Minors

■ None

11. Departmental Exit Requirements

■ A minimum major GPA of 2.75 and a minimum College of Business GPA of 2.0.

12. University Minimum Exit Requirements

- A 2.0 UCF GPA
- 60 semester hours earned after CLEP awarded
- 48 semester hours of upper division credit completed
- 30 of the last 39 hours of course work must be completed in residency at UCF.
- A maximum of 45 hours of extension, correspondence, CLEP, Credit by Exam, and Armed Forces credits permitted.
- Complete the General Education Program, the Gordon Rule, and nine hours of Summer credit.

Total Semester Hours Required

■ 120

Honors In Major

■ Eligibility: Requirements for admission to the Honors in the Major program are: completion of at least 60 credit hours, completion of at least 12 upper division hours, at least a 3.5 GPA in the major, at least a 3.2 upper-division GPA, and at least two semesters remaining prior to graduation.

■ Admission: Application for admission to the Honors in the Major program must be approved by both the Chair of the Marketing Department and Associate Dean of the Honors College plus the payment of \$25.00 one-time membership dues.

■ Requirements: Students accepted into the Honors in the Major program must complete two honors courses (total of 6 credit hours) as follows:

Honors In Major Credit Requirements

Required Honors Reading Course

MAR 4903H	Honors Directed Reading I	3 hrs
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Required Honors Thesis

MAR 4970H	Undergraduate Honors Thesis	3 hrs
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Related Programs

■ None

Certificates

■ None

Related Minors

■ Marketing

■ Professional Selling

Advising Notes

■ Florida College System students are advised to complete the Associate of Arts degree, to include the general education requirements, the common program prerequisites for the SUS system, and college algebra.

■ Orientation and advising are two of the most valuable tools that a student can make use of when transferring to UCF. Be sure that you take advantage of both.

Transfer Notes

■ Lower division courses do not substitute for upper division courses.

■ Courses transferred must be formally evaluated for equivalency credit. The student must provide a course syllabus and any other supporting information with his/her petition for this evaluation.

■ Common Program Prerequisites for the State University System for College of Business Administration programs include Financial Accounting, Managerial Accounting, Macroeconomics, Microeconomics, Calculus, Statistics, and a relevant computer class. At UCF Business, students who have completed the calculus and statistics class will be waived from Quantitative Business Tools I. Students who have completed either the calculus or the statistics, but not both, can take Quantitative Business Tools I.

■ Subject to the general grade and residence requirements, credit will be granted for transferred course work equivalent to that required in the UCF Business program. Only grades of "C" (2.0) or higher transfer into the program and students must have a "C" (2.0) or better in each common program prerequisites class, and all prerequisites to marketing courses.

■ Any student receiving a business degree must complete a minimum of 30 of the 60 upper level business credit hours for their degree program in the UCF College of Business Administration. Additionally, 12 of the 30 credit hours completed at UCF must be from the department or school in which the student majors.

Acceptable Substitutes for Transfer Courses

■ None

UCF Degree Programs

Plan of Study

- General electives as required to earn 120 credit hours.

Freshman Year - Fall		15 hrs
ENC 1101	Composition I	3 hrs
MAC 1105C	College Algebra	3 hrs
ECO 2013	Principles of Macroeconomics	3 hrs
	Cultural Foundation I	3 hrs
	Elective	3 hrs

Freshman Year - Spring		15 hrs
ENC 1102	Composition II	3 hrs
ECO 2023	Principles of Microeconomics	3 hrs
	Social Foundation	3 hrs
	Elective	3 hrs
	Elective	3 hrs

Sophomore Year - Fall		15 hrs
ACG 2021	Principles of Financial Accounting	3 hrs
SPC 1608	Fundamentals of Oral Communication	3 hrs
	Science	3 hrs
	Historical Foundation I	3 hrs
	Elective	3 hrs

Sophomore Year - Spring		15 hrs
ACG 2071	Principles of Managerial Accounting	3 hrs
ECO 3401	Quantitative Business Tools I	3 hrs
CGS 2100C	Computer Fundamentals for Business	3 hrs
	Historical Foundation II	3 hrs
	Science	3 hrs

Sophomore Year - Summer		2 hrs
GEB 3006	Introduction to Career Development and Financial Planning	2 hrs

Junior Year - Fall		16 hrs
ACG 3173	Accounting for Decision-Makers	3 hrs
ECO 3411	Quantitative Business Tools II	3 hrs
MAN 3025	Management of Organizations	3 hrs
MAR 3023	Marketing	3 hrs
FIN 3403	Business Finance	3 hrs
GEB 3003	Career Research & Planning	1 hr

Junior Year - Spring		13 hrs
GEB 3375	Introduction to International Business	3 hrs
MAR 3391	Professional Selling	3 hrs
MAR 3503	Consumer Behavior	3 hrs
MAR 3615	Marketing Analysis	3 hrs
GEB 3005	Career Search Strategy	1 hr

Marketing: Marketing Management Track

Senior Year - Fall		16 hrs
BUL 3130	Legal and Ethical Environment of Business	3 hrs
MAR 3613	Marketing Research	3 hrs
MAR 3721	Digital Media Marketing	3 hrs
MAR 4418	Strategic Sales Force Management	3 hrs
MAR 3203	Supply Chain and Operations Management	3 hrs
GEB 4223	Business Interviewing Techniques	1 hr

Senior Year - Spring		13 hrs
MAN 4720	Strategic Management	3 hrs
MAR 4804	Marketing Strategy	3 hrs
MAR 4832	Product Management	3 hrs
	Marketing Elective	3 hrs
GEB 4004	Executing Your Career Plan	1 hr

Marketing: Professional Selling Track

Senior Year - Fall		16 hrs
BUL 3130	Legal and Ethical Environment of Business	3 hrs
MAR 3721	Digital Media Marketing	3 hrs
MAR 4415C	Advanced Professional Selling	3 hrs
MAR 4418	Strategic Sales Force Management	3 hrs
MAR 3613	Marketing Research	3 hrs
GEB 4223	Business Interviewing Techniques	1 hr

Senior Year - Spring		13 hrs
MAR 4804	Marketing Strategy	3 hrs
MAR 4413C	Strategic Issues in Sales	3 hrs
MAR 3203	Supply Chain and Operations Management	3 hrs
MAN 4720	Strategic Management	3 hrs
GEB 4004	Executing Your Career Plan	1 hr

Program Academic Learning Compacts

- Program Academic Learning Compacts (student learning outcomes) for undergraduate programs are located at: http://www.oeas.ucf.edu/alc/academic_learning_compacts.htm

Equipment Fees

- Part-Time Student: \$15 per term
- Full-Time Student: \$30 per term