

Minors

Marketing - Minor

College of Business Administration

Department of Marketing,

Business Administration II, Room: 307S

UCF Majors other than Marketing

Minor Admission Requirements

- Open to all UCF Majors other than Marketing.
- Completion of MAR 3023 with a "B" (3.0) or better.
- UCF overall GPA of 2.75 or better required at time of admission to the Marketing minor.

Minor Requirements

- After admission to the Marketing minor, a grade of "C" (2.0) or better is required in all marketing courses taken to satisfy the minor.
- At least nine hours used to satisfy the requirements of the Marketing minor must be earned at UCF within the Department of Marketing.

Prerequisite Courses

- Students must satisfy each course's prerequisites before enrolling in the class.

Required Courses (15 hrs)

MAR 3023	Marketing	3 hrs
MAR 3323	Integrated Marketing Communication	3 hrs
MAR 3391	Professional Selling	3 hrs
MAR 3611	Marketing Analysis and Research Methods	3 hrs
MAR 4803	Marketing Management	3 hrs

Restricted Electives (3 hrs)

- Select one:

MAR 3641	Marketing Intelligence	3 hrs
MAR 3765	Entrepreneurial Marketing	3 hrs
MAR 4156	International Marketing	3 hrs
MAR 4231	Retailing Management	3 hrs
MAR 4711	Sport Marketing	3 hrs
MAR 4712	Healthcare Marketing	3 hrs
MAR 4715	Entertainment Marketing	3 hrs
MAR 4934	Contemporary Marketing Topics in Florida	3 hrs
MAR 4941	Marketing Internship	3 hrs

Foreign Language Requirements

- None

Total Semester Hours Required

- 18

Other Requirements

- Grades below "C" (2.0) or "S" grades from other institutions are not accepted.
- Courses taken at Florida College System institutions 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.
- No credit by exam (TSD, Military credit) may be used. Independent Study credit cannot be used toward the minor.
- A maximum of 3 credit hours of the listed required or elective courses for the marketing minor can be counted towards the degree requirements of another major or minor degree program. MAR 3407 does not substitute for MAR 3391 in the marketing minor.