

MARKETING

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

Supply Chain Logistics Specialization

The Supply Chain Logistics Specialization prepares students for a variety of careers in the marketing and managing of logistics, transportation, and distribution services. Successful managers possessing formal knowledge and practical experience in supply chain logistics rise to the career ranks of executive management in major corporations. This specialization focuses on developing student's knowledge in core areas important to creating supply chain logistics strategies, managing transportation and distribution operations, and cross-functional decision-making leveraging logistics resources and competencies. Students are required to complete a Department approved formal 3-month internship within a firm focusing on logistics. The practical experience combined with the series of formal coursework will prepare students especially well for moving directly into career placement within logistics upon graduation.

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 2608 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 Accounting..... 3 [ACG X021 or both ACG X001 & X011]
ACG	2071	Principles of Managerial Accounting 3 [ACG X071]
CGS	2570	Personal Computer Applications 3 [CGS X100, X530, X570, X000, X060, X531, MAN X812]
+ECO	2013	Principles of Economics Macro 3 [ECO X013]
ECO	2023	Principles of Economics Micro 3 [ECO X023]
+MAC	2233	Calculus with Business Applications 3 [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

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

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

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

Upper Division Electives (0 sh)

SUPPLY CHAIN LOGISTICS

Major (57 sh)

Courses from the C.O.B. Core (33 sh)

Same as Comprehensive Marketing

Supply Chain Logistics Specialization (24 sh)

MAN 3550	Introduction to Management Science	3
MAR 3202	Supply Chain Logistics Management	3
MAR 3503	Consumer Behavior	3
MAR 4412	Professional Selling Methods	3
MAR 4803	Marketing Strategy	3
TRA 3153	Strategic Transportation Management	3

Choose one:

MAR 3860	Customer Relationship Management	3
MAR 4156	Seminar in International Marketing	3
MAR 4231	Retail Strategy	3
MAR 4841	Professional Services Marketing	3
MAR 4941	Marketing Internship in Logistics	3

Choose one:

ECO 4431	Business & Economic Forecasting	3
MAR 4613	Marketing Research	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 4841	Professional Services Marketing	3
MAR 4880	Internet Marketing Management	3