

Marketing COMPREHENSIVE MARKETING Specialization
College of Business - The University of West Florida
Bachelor of Science in Business Administration (BSBA)

Fall 2002
 Rev. Fa 04
 Rev. FA 07, FA08

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	_____	_____	_____	
ACG 3311	Applied Managerial Accounting	3	_____	_____	_____	
BUL 3130	Legal Environment of Business	3	_____	_____	_____	
FIN 3403	Managerial Finance	3	_____	_____	_____	
MAN 3504	Operations Management	3	_____	_____	_____	
ISM 3011	E-Business Systems Fundamentals	3	_____	_____	_____	
GEB 3453	Business Ethics & Stakeholder Management	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	_____	_____	_____	33

Major Specialization Core

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

Other Requirements:

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