

**B.S.B.A. MARKETING/GLOBAL MARKETING DEGREE - COURSE SEQUENCING GUIDE**  
**Effective Fall Semester 2007**

This sequencing sheet is based upon traditional 15 credit hour semesters, with one exception. During the exchange semester, a limit of 12 credit hours is specified to encourage time for experiential learning. Students should plan to take at least one course during a summer semester and to work closely with the academic advisor. A grade of C or better is required in all courses.

_____	MAR	3023	Marketing Fundamentals (45 Semester Hours Completed)
_____	MAN	3025	Management Fundamentals (45 Semester Hours Completed)
_____	FIN	3403	Managerial Finance (ACG 2071, ECO 2023, STA 2023, and MAC 2233)
_____	ACG	3311	Applied Managerial Accounting (ACG 2071)
_____	MAN	3504	Operations Management (STA 2023)
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_____	MAR Elective	3/4000	Upper Level (Advisor Approved/UWF partner university abroad)
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_____	ELECTIVE		Upper Level Major Related (Check for prerequisites)
_____	GEB	4361	Business in the International Environment (FIN 3403, MAN 3025, and MAR 3023)
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_____	ENC	3250	Professional Writing (ENC 1102)
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_____	MAR	3503	Consumer Behavior (MAR 3023)
_____	MAR	4613	Marketing Research (STA 2023 and MAR 3023)
_____	MAR	4156	Seminar in International Marketing (MAR 3023, FIN 3403, GEB 4361) <b>(Fall Only)</b>
_____	MAR Elective	3/4000	Upper Level (Check for prerequisites)
_____	ISM	3011	E-Business: Systems Fundamentals (CGS 2570)
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_____	MAR	4803	Marketing Strategy (MAR 3023, MAR 3503, ACG 3311, FIN 3403)
_____	MAR Elective	3/4000	Upper Level (Check for prerequisites)
_____	BUL	3130	Legal Environment of Business (None)
_____	GEB	3453	Business Ethics and Stakeholder Management (ACG 2071, ECO 2023, and MAN 3025)
_____	MAN	4720	Policy Analysis and Formulation (ACG 3311, FIN 3403, MAN 3504, MAR 3023, Senior Standing)

**NOTE: PREREQUISITE COURSES INDICATED IN PARENTHESES ARE REQUIRED**

Signature \_\_\_\_\_ Date \_\_\_\_\_