

**Marketing/E-COMMERCE 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, FA 08

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](http://uwf.edu/market) \_\_\_\_\_ **A grade of C or better is required in all courses.**

<b>Pre-requisites</b>		<b>Hours</b>	<b>Term</b>	<b>Grade</b>	<b>Inst.</b>	<b>Total Hours</b>
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	_____	_____	_____	
GEB 3453	Business Ethics & Stakeholder Management	3	_____	_____	_____	
ISM 3011	E-Business Systems Fundamentals	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 4721	Internet Marketing Principles	3	_____	_____	_____	
MAR 4728	High Tech Product Marketing Strategy	3	_____	_____	_____	
MAR 4803	Marketing Strategy	3	_____	_____	_____	
MAR 4880	Internet Marketing Management	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](http://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 \_\_\_\_\_