

Bachelor of Science in Business Administration  
 Curriculum Review--UWF Academic Learning Compact SLOs  
**Marketing Major**  
 Version: 2012-2013 Catalog Year

BSBA MARKETING graduates will be able to

**INSTRUCTION/ASSESSMENT CODES**

I = instruction  
 CA = course level assessment  
 PA = program level assessment

1.1 Identify and analyze key elements that comprise business problems/opportunities, select and apply appropriate discipline frameworks; select and apply appropriate problem solving techniques (Critical Thinkers)	1.2 Integrate knowledge across business disciplines to formulate defensible strategic business decisions (Critical Thinkers)	2.1 Develop effective written presentations (Effective Communicators)	2.2 Create and deliver effective oral presentations (Effective Communicators)	2.3 Contribute effectively to group discussions (Communication)	3.1 Recognize legal and ethical issues that occur in business contexts; select and defend an appropriate ethical and legal course of action (Ethical Decision Makers)	4.1 Design and execute reasonable timelines for project completion; collaborate effectively with diverse individuals; manage appropriately to facilitate project completion (Effective Project Managers)	5.1 Correctly recognize and effectively use the terminology and concepts in major areas of business disciplines: information technology, management, accounting, marketing, economics, and finance (Skilled in the Use of Specific Business Content Areas)	5.2 Discipline Specific skills (Skilled in the Use of Specific Business Content Areas)
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Course	Title
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Notes

**COMMON PREREQUISITES**

ACG 2021	Principles Financial Accounting
ACG 2071	Principles Managerial Accounting
CGS 2570	Personal Computer Applications
ECO 2013	Principles of Economics--Macro
ECO 2023	Principles of Economics--Micro
MAC 2233	Calculus with Bus Applications
STA 2023	Elements of Statistics

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**BUSINESS CORE**

BUL 3130	Legal Environment of Business
FIN 3403	Managerial Finance
GEB 3453	Bus Ethics & Stakeholder Mgt
GEB 4361	International Business
ISM 3011	e-Bus Systems Fundamentals
MAN 3025	Management Fundamentals
MAN 3504	Operations Management
MAN 4720	Policy Analysis & Formulation
MAR 3023	Marketing Fundamentals
GEB 3213	Writing for Bus: Theory & Practice

I, CA					I, CA			
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**MARKETING**

Core	
MAR 3503	Consumer Behavior
MAR 4613*	Marketing Research
MAR 4803	Marketing Strategy
Global	
MAR 4156	Seminar in International Marketing
International	Mktg at int'l partner univ (9 sh)
Elective	MAR 3000/4000 (3 sh)
Electives	Major-related/advisor-approved (6sh)
Sales Mgmt	
MAR 3770	Info Sources for Business Decisions
MAR 3202	Supply Chain Logistics
MAR 4403	Sales Management
MAR 4412	Professional Selling Methods
Elective	MAR 3000/4000 (3 sh)
Electives	Major-related/advisor-approved (6sh)
Supply Chain	
MAN 3550	Intro to Management Science
MAR 3202	Supply Chain Logistics Mgt
MAR 4412	Professional Selling Methods
TRA 3153	Strategic Transportation Mgt
MAR 3860or	Customer Relationship Mgt
MAR 4156or	Seminar in International Marketing
MAR 4231or	Retail Strategy
MAR 4841or	Services Marketing
MAR 4941or	Marketing Internship
ECO 4431*	Business & Economic Forecasting
Electives	Major-related/advisor-approved (6sh)
	*SCL students take one of these

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Course	Title
Electives, Service, and Other Courses	
MAR 3370	Info Sources for Business Decisions
MAR 3714	Sports Marketing
MAR 3860	Customer Relations Management
MAR 4156	Seminar in International Marketing
MAR 4231	Retail Strategy
MAR 4324	Integrated Mktg Commun: Principles
MAR 4333	Integrated Mktg Commun: Mgmt
MAR 4403	Sales Management
MAR 4412	Professional Services Marketing
MAR 4721	Internet Marketing Principles
MAR 4728	High Tech Product Marketing Strategy
MAR 4734	Internet Marketing Management
MAR 4841	Services Marketing
MAR 3905	Directed Study
MAR 4905	Directed Study
MAR 3948	Service Learning II
MAR 3949	Cooperative Education

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