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

**INSTRUCTION/ASSESSMENT CODES**
**I = instruction**
**CA = course level assessment**
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BSBA MARKETING graduates will be able to

| Course | Title | Notes | 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 Regonize 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) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **COMMON PREREQUISITES** | | | | | | | | | | | |
| ACG 2021 | Principles Financial Accounting | | I, CA | I, CA | CA | I | I | I, CA | I, CA | I, CA | I, CA |
| ACG 2071 | Principles Managerial Accounting | | I, CA | I, CA | | | | | | | |
| CGS 2570 | Personal Computer Applications | | | | | | | | | | |
| ECO 2013 | Principles of Economics--Macro | | I, CA | I | CA | I | | CA | | I, CA | |
| ECO 2023 | Principles of Economics--Micro | | I, CA | I | CA | | | I, CA | | I, CA | |
| MAC 2233 | Calculus with Bus Applications | | | | | | | | | | |
| STA 2023 | Elements of Statistics | | | | | | | | | | |
| **BUSINESS CORE** | | | | | | | | | | | |
| BUL 3130 | Legal Environment of Business | | I, CA | | | | | I, CA | | | |
| FIN 3403 | Managerial Finance | | I, CA | I, CA | I, CA | I, CA | | I, CA | | I, CA | I, CA |
| GEB 3453 | Bus Ethics & Stakeholder Mgt | | I, CA | I, CA | CA | CA | | I, CA, PA | | | |
| GEB 4361 | International Business | | I, CA | I, CA, PA | I, CA | I, CA | CA | I, CA | I, CA | I, CA, PA | I, CA, PA |
| ISM 3011 | e-Bus Systems Fundamentals | | I, CA | I, CA | I, CA | I, CA | | I, CA | I, CA | I, CA | |
| MAN 3025 | Management Fundamentals | | I, CA | I, CA | I, CA | CA | | I, CA | CA | I, CA | |
| MAN 3504 | Operations Management | | I, CA | I, CA | | | | I, CA | I, CA | I, CA | |
| MAN 4720 | Policy Analysis & Formulation | | I, CA, PA | I, CA, PA | I, CA, PA | | | I, CA | I, CA, PA | I, CA | |
| MAR 3023 | Marketing Fundamentals | | I, CA | I, CA | I, CA | I | | I, CA | I, CA | I, CA | |
| GEB 3213 | Writing for Bus: Theory & Practice | | I, CA | I, CA | I, CA, PA proposed | I, CA, PA proposed | | | I, CA | I, CA | |

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| **MARKETING** | | | | | | | | | | | |
| Core | | | | | | | | | | | |
| MAR 3503 | Consumer Behavior | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4613* | Marketing Research | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4803 | Marketing Strategy | | I, CA, PA | I, CA, PA | I, CA | | | I, CA, PA | | I, CA, PA | |
| Global | | | | | | | | | | | |
| MAR 4156 | Seminar in International Marketing | | I, CA | | I, CA | I, CA | I, CA | | | | |
| 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 | | | | I, CA | | | I, CA | | | |
| MAR 3202 | Supply Chain Logistics | | I, CA | | I, CA | | | I, CA | | I, CA | |
| MAR 4403 | Sales Management | | I, CA | | I, CA | | | I, CA | | I, CA | |
| MAR 4412 | Professional Selling Methods | | I, CA | | I, CA | | | I, CA | | I, CA | |
| 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 | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4412 | Professional Selling Methods | | I, CA | | I, CA | | | I, CA | | I, CA | |
| TRA 3153 | Strategic Transportation Mgt | | I, CA | | I, CA | | | I, CA | | I, CA | |
| MAR 3860or | Customer Relationship Mgt | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4156or | Seminar in International Marketing | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4231or | Retail Strategy | | I, CA | | I, CA | | | I, CA | | | |
| MAR 4841or | Services Marketing | | I, CA | | I, CA | | | I, CA | | | |
| 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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| Electives, Service, and Other Courses | | | | | | | | | | | |
| MAR 3370 | Info Sources for Business Decisions | | | | I, CA | | | I, CA | | | |
| MAR 3714 | Sports Marketing | | I, CA | | I, CA | | | I, CA | I, CA | | |
| MAR 3860 | Customer Relations Management | | I, CA | | I, CA | | | | I, CA | | |
| MAR 4156 | Seminar in International Marketing | | I, CA | I, CA | | | | | | | |
| MAR 4231 | Retail Strategy | | I, CA | | I, CA | | | I,CA | | | |
| MAR 4324 | Integrated Mktg Commun: Principles | | I, CA | | | | | | | | |
| MAR 4333 | Integrated Mktg Commun: Mgmt | | I, CA | | | | | | | | |
| MAR 4403 | Sales Management | | I, CA | | | | | I, CA | | I, CA | |
| MAR 4412 | Professional Services Marketing | | I, CA | | I,CA | | | I, CA | | I, CA | |
| MAR 4721 | Internet Marketing Principles | | I, CA | | | | | | | | |
| MAR 4728 | High Tech Product Marketing Strategy | | I, CA | | | | | | | | |
| MAR 4734 | Internet Marketing Management | | I, CA | | | | | | | | |
| MAR 4841 | Services Marketing | | I, CA | | | | I, CA | I, CA | | I, CA | |
| MAR 3905 | Directed Study | | | | | | | | | | |
| MAR 4905 | Directed Study | | | | | | | | | | |
| MAR 3948 | Service Learning II | | | | | | | | | | |
| MAR 3949 | Cooperative Education | | | | | | | | | | |
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