

Marketing, BSBA

COMPREHENSIVE MARKETING SPECIALIZATION



PSC Course



Equivalent UWF Course

Course #	Course Title	CC	Course #	Course Title	CC
Communications General Education					
ENC1101	English Composition I	3	ENC1101	English Composition I	3
ENC1102	English Composition II	3	ENC1102	English Composition II	3
Humanities General Education					
	Humanities General Education Core Course	3		Humanities General Education Course (Group A)	3
	Humanities General Education Core or Elective	3		Humanities General Education Course (Group A or B)	3
Mathematics General Education					
MAC2233	Calculus with Business Applications	3	MAC2233	Calculus with Business Applications	3
STA2023	Elementary Statistics	3	STA2023	Elements of Statistics	3
Natural Sciences General Education*					
	Natural Science General Education Core Course	3		Natural Science General Education Course (Group A)	3
	Natural Science General Education Core or Elective	3		Natural Science General Education Course (Group A or B)	3
Social Sciences General Education					
ECO2013	Macroeconomics	3	ECO2013	Principles of Economics Macro	3
	Social Science General Education Course**	3		Social Science General Education Course (Group A or B)	3
General Education Electives					
SPC1608	Public Speaking	3	SPC2608	Public Speaking	3
	Foreign Language II or General Education Elective	3		Foreign Language II or General Education Elective	3
Electives					
ECO2023	Microeconomics	3	ECO2023	Principles of Economics Micro	3
CGS1570	Computer Concepts and Applications	3	CGS2570	Personal Computer Applications	3
ACG2021	Financial Accounting Principles	3	ACG2021	Principles of Financial Accounting	3
ACG2071	Intro to Managerial Accounting	3	ACG2071	Principles of Managerial Accounting	3
	Foreign Language I or Elective	3		Foreign Language I or Lower Division Elective	3
	Electives	9		Lower Division Electives	9
Total College Credit Hours		60	Total College Credit Hours		60

* If Biological Science is Core, then Physical Science must be Elective or Core. If Physical Science is Core, then Biological Science must be Elective or Core.

** AMH2020 or POS2041 is required if the Civic Literacy Competency is not met.

Note: In addition to the University's general requirements, students seeking a Lewis Bear Jr. College of Business degree must meet additional requirements. Please refer to the [course catalog](#).