

Marketing, BSBA

GLOBAL 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](#).