

H. Wayne Huizenga College of Business and Entrepreneurship
 DEGREE CURRICULUM SHEET | 2017-2018 CATALOG
 Bachelor of Science in Business Administration in Marketing

FIRST YEAR SEMINAR		
Course	Credits	Frequency
UNIV 1000: First Year Seminar	3	
Total First Year Seminar Credits	3	

GENERAL EDUCATION REQUIREMENTS		
Area/Course	Credits	Frequency
Written Composition		
<i>6 credits at or above COMP 1500</i>		
COMP 1500: College Writing	3	FW
COMP 2000: Advanced College Writing	3	FW
Mathematics		
<i>6 credits at or above MATH 1040</i>		
MATH 1040: Algebra for College Students	3	FW
MATH 2020: Applied Statistics	3	FW
Arts & Humanities		
<i>6 credits in HIST, ARTS, PHIL, HUMN, LITR, THEA, FILM, MUSC, DANC, WRIT, foreign language</i>		
Open Arts & Humanities	3	FW
Open Arts & Humanities	3	FW
Social & Behavioral Sciences		
<i>6 credits in PSYC, SOCL, ANTH, ECN, COMM, GEOG, GEST, INST, POLS</i>		
ECN 2020: Principles of Microeconomics	3	FW
ECN 2025: Principles of Macroeconomics	3	FW
Science		
<i>6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS</i>		
Open Science	3	FW
Open Science	3	FW
Total General Education Credits	30	

OPEN ELECTIVES	
Take six elective courses	
Total Open Electives Credits	24

BUSINESS CORE		
Course	Credits	Frequency
ACT 2020: Foundations of Accounting 1	3	FW
ACT 2030: Foundations of Accounting 2	3	FW
FIN 3010: Corporation Finance	3	FW
INB 3550: International Business	3	FW
ISM 3660: Management Information Systems*	3	FW
MGT 2050: Principles of Management	3	FW
MGT 2150: Business Law I	3	FW
MGT 4100: Business Ethics	3	FW
MGT 4170: Organizational Behavior	3	FW
MGT 4880: Business Strategy and Policy	3	FW
MKT 3050: Marketing Principles and Applications	3	FW
OPS 3880: Operations Management	3	FW
*TECH 1110 is a prerequisite	3	FW
Total Business Core Credits	39	
MKT MAJOR REQUIRED COURSES		
Course	Credits	Frequency
MKT 3060: Consumer Behavior	3	FW
MKT 4100: Integrated Marketing Communications	3	F
MKT 4700: Marketing Research	3	W
MKT 4710: Marketing Strategy	3	W
Total MKT Major Required Credits	12	
MKT MAJOR ELECTIVE CREDITS		
<i>Take four Marketing elective courses, see Elective Sheet for details</i>		
	12	

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter

TOTAL CREDITS: 120

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MKT ELECTIVE COURSES | 2017-2018 CATALOG
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Choose Four of the Following:

Course	Credits	Frequency
MKT 3100: Services Marketing	3	W
MKT 3210: Professional Selling	3	FW
MKT 3320: International Marketing	3	WE
MKT 3510: Customer Value & Relationship Marketing	3	WO
MKT 3600: Digital and Search Engine Marketing	3	FW
MKT 3605: Content Marketing	3	FW
MKT 3610: Social Networking	3	W
MKT 3800: Entrepreneurial Marketing	3	FW
MKT 3900: Marketing Internship	3	FWS
Total MKT Elective Credits	12	

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter, S - Summer

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SAMPLE FOUR YEAR CURRICULUM | 2017-2018 CATALOG
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Freshman Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	3
COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3
MATH 1040: Algebra for College Students	3	MGT 2150: Business Law I	3
MGT 2050: Principles of Management	3	General Education: Arts and Humanities	3
TECH 1110: Technology in Information Age	3	General Education: Science	3
Total Credits	15	Total Credits	15

Sophomore Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
ACT 2020: Foundations of Accounting 1	3	ACT 2030: Foundations of Accounting 2	3
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3
MKT 3050: Marketing Principles and Applications	3	ISM 3660: Management Information Systems	3
General Education: Arts and Humanities	3	MKT 3060: Consumer Behavior	3
General Education: Science	3	MKT Elective Course/Open Elective	3
Total Credits	15	Total Credits	15

Junior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
FIN 3010: Corporation Finance	3	MGT 4170: Organizational Behavior	3
INB 3550: International Business	3	MKT 4700: Marketing Research	3
MKT 4100: Integrated Marketing Communication	3	MKT Elective Course/Open Elective	3
MKT Elective Course/Open Elective	3	MKT Elective Course/Open Elective	3
MKT Elective Course/Open Elective	3	MKT Elective Course/Open Elective	3
Total Credits	15	Total Credits	15

Senior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
MGT 4100: Business Ethics	3	MGT 4880: Business Strategy and Policy	3
OPS 3880: Operations Management	3	MKT 4710: Marketing Strategy	3
MKT Elective Course/Open Elective	3	MKT Elective Course/Open Elective	3
MKT Elective Course/Open Elective	3	MKT Elective Course/Open Elective	3
MKT Elective Course/Open Elective	3	MKT Elective Course/Open Elective	3
Total Credits	15	Total Credits	15

TOTAL CREDITS: 120

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