

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	
<b>Total First Year Seminar Credits</b>	<b>3</b>	

GENERAL EDUCATION REQUIREMENTS		
Area/Course	Credits	Frequency
<b>Written Composition</b>		
<i>6 credits at or above COMP 1500</i>		
COMP 1500: College Writing	3	FW
COMP 2000: Advanced College Writing	3	FW
<b>Mathematics</b>		
<i>6 credits at or above MATH 1040</i>		
MATH 1040: Algebra for College Students	3	FW
MATH 2020: Applied Statistics	3	FW
<b>Arts &amp; Humanities</b>		
<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
<b>Social &amp; Behavioral Sciences</b>		
<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
<b>Science</b>		
<i>6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS</i>		
Open Science	3	FW
Open Science	3	FW
<b>Total General Education Credits</b>	<b>30</b>	

OPEN ELECTIVES	
Take six elective courses	
<b>Total Open Electives Credits</b>	<b>24</b>

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

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**

Last modified 4.2017



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

Course	Credits	Frequency
<a href="#">MKT 3100: Services Marketing</a>	3	W
<a href="#">MKT 3210: Professional Selling</a>	3	FW
<a href="#">MKT 3320: International Marketing</a>	3	WE
<a href="#">MKT 3510: Customer Value &amp; Relationship Marketing</a>	3	WO
<a href="#">MKT 3600: Digital and Search Engine Marketing</a>	3	FW
<a href="#">MKT 3620: Social Networking &amp; Content Marketing</a>	3	F
<a href="#">MKT 3800: Entrepreneurial Marketing</a>	3	FW
<a href="#">MKT 3900: Marketing Internship</a>	3	FWS
<b>Total MKT Elective Credits</b>	<b>12</b>	

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

Last modified 2.2018

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**SAMPLE FOUR YEAR CURRICULUM | 2017-2018 CATALOG**  
**Bachelor of Science in Business Administration in Marketing**

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
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

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
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

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
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

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
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

**TOTAL CREDITS: 120**

*Last modified 4.2017*