The Bachelor of Science in Business Administration-Marketing (BSBA-MKG) degree program provides a broad overview of the functional areas of business with an emphasis in marketing. Students take foundation courses in economics, mathematics, computing skills, and accounting; core courses that relate to the basic functions of a business, such as finance, management, marketing, and operations management; and major courses that teach students how to plan and execute the conception, pricing, promotion, and distribution of products and manage customer relationships in ways that benefit organizations and their stakeholders.

About this Program

- **College**: Heavener School of Business (http://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/)
- **Degree**: Bachelor of Science in Business Administration
- **Credits for Degree**: 120

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Marketing Department is a recognized leader in the discipline of marketing. For over a decade, the department’s faculty has ranked as one of the most productive and influential in the field, and is known for conducting provocative, cutting-edge research that contributes both to the scientific understanding and practice of marketing.

Website (https://warrington.ufl.edu/marketing-department/)

CONTACT

Email (professional.selling@warrington.ufl.edu) | 352.392.0161 (tel) | 352.846.0457 (fax)

P.O. Box 117150
1454 Union Rd
STUZIN HALL 201
GAINESVILLE FL 32611-7150
Map (http://campusmap.ufl.edu/#/index/0029)

Curriculum

- Marketing
- Professional Selling Minor
- Retailing Minor

The BSBA-MKG curriculum focuses on consumer behavior, development and analysis of marketing strategies, retail management, marketing research, sales management and international marketing. The BSBA-MKG curriculum prepares students for careers in sales, marketing research, brand management, retail marketing and marketing communications, and for graduate studies in business, advertising and the social sciences.

BSBA-MKG majors are encouraged to gain practical work experience through internships, student organizations and community service. In addition, the Heavener School of Business offers students a wide variety of academic and career and leadership programs, including study abroad, the Florida Leadership Academy, involvement in student organizations and research activities. Students should consult an academic advisor/career coach for specific information.

Requirements for the Major

BSBA-MKG majors must maintain a 2.0 core, major and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. In addition to the critical-tracking and General Education courses outlined below, BSBA-MKG majors must take 120 credits, including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 4310</td>
<td>The Legal Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>FIN 3403</td>
<td>Business Finance</td>
<td>4</td>
</tr>
<tr>
<td>GEB 3373</td>
<td>International Business</td>
<td>4</td>
</tr>
<tr>
<td>MAN 3025</td>
<td>Principles of Management</td>
<td>4</td>
</tr>
<tr>
<td>MAN 4504</td>
<td>Operations and Supply Chain Management</td>
<td>4</td>
</tr>
<tr>
<td>MAR 3023</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>QMB 3250</td>
<td>Statistics for Business Decisions</td>
<td>4</td>
</tr>
<tr>
<td>QMB 3302</td>
<td>Foundations of Business Analytics &amp; Artificial Intelligence (AI)</td>
<td>4</td>
</tr>
<tr>
<td>MAR 3503</td>
<td>Consumer Behavior</td>
<td>4</td>
</tr>
</tbody>
</table>

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Marketing

MAR 4803  Marketing Management  4
3000/4000-level marketing electives  8

Restricted Electives
Any 3000/4000-level courses or 1000/4000-level foreign language courses.  11-12
One electronic platform course can be taken to fulfill the restricted elective requirement:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 3003</td>
<td>Principles of Entrepreneurship</td>
</tr>
<tr>
<td>GEB 3035</td>
<td>Effective Career Management in Business</td>
</tr>
<tr>
<td>ISM 3004</td>
<td>Computing in the Business Environment</td>
</tr>
<tr>
<td>REE 3043</td>
<td>Real Estate Analysis</td>
</tr>
</tbody>
</table>

Professional Communication Course
Select one:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB 3213</td>
<td>Professional Writing in Business</td>
</tr>
<tr>
<td>GEB 3218</td>
<td>Professional Speaking in Business</td>
</tr>
<tr>
<td>SPC 2608</td>
<td>Introduction to Public Speaking</td>
</tr>
<tr>
<td>ENC 3312</td>
<td>Advanced Argumentative Writing</td>
</tr>
</tbody>
</table>

A similar course with prior approval (requires a minimum grade of C)

Internship Course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB 4941</td>
<td>Internship in Business Administration</td>
</tr>
</tbody>
</table>

Total Credits  65-66

1  Internship, independent study or assistantship credit will not count toward this requirement.

2  In conjunction with an internship of at least 150 credits before the start of the senior year. The internship requirement can be waived for students who participate in a study abroad experience of at least six weeks. Students who waive the requirement via study abroad are strongly encouraged to complete at least one internship to improve their chances of obtaining full-time employment and/or admission to graduate programs or law school. Students should consult an academic advisor/career coach for more information.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (https://cpm.flvc.org/advance-search/) may be used for transfer students.

To remain on track for the BSBA-MKG major, students must meet the critical-tracking criteria listed below. The critical-tracking GPA is calculated based on all attempts of the critical-tracking courses or their equivalents. After a student receives a minimum grade of C in a critical-tracking course or its equivalent, no subsequent grade in that course or its equivalent will be used in the calculation of the critical-tracking GPA.

Semester 1
• Complete 1 critical-tracking course from ACG 2021, ACG 2071, CGS 2531 or ISM 3013, ECO 2013, ECO 2023, MAC 2233, STA 2023
• 2.50 GPA on all attempts of critical-tracking courses, excluding MAR 3023
• 2.0 UF GPA required

Semester 2
• Complete 2 additional critical-tracking courses for a total of 3 critical-tracking courses
• 2.75 GPA on all attempts of critical-tracking courses, excluding MAR 3023
• 2.0 UF GPA required

Semester 3
• Complete 2 additional critical-tracking courses (including ACG 2021) for a total of 5 critical-tracking courses
• 3.0 GPA on all attempts of critical-tracking courses, excluding MAR 3023
• 2.0 UF GPA required

Semester 4
• Complete 7 of the 8 critical-tracking courses, excluding MAR 3023
• 3.0 GPA on all attempts of critical-tracking courses, excluding MAR 3023
• 2.0 UF GPA required
Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester One</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quest 1 (Gen Ed Humanities)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECO 2023</td>
<td>Principles of Microeconomics (Critical Tracking; Gen Ed Social and Behavioral Sciences)</td>
<td>4</td>
</tr>
<tr>
<td>MAC 1140</td>
<td>Precalculus Algebra (if needed; or elective)</td>
<td>3</td>
</tr>
<tr>
<td>State Core Gen Ed Biological or Physical Sciences (<a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a>)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Course</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td>Semester Two</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quest 2 (Gen Ed Biological or Physical Sciences)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013</td>
<td>Principles of Macroeconomics (Critical Tracking; State Core Gen Ed Social and Behavioral Sciences)</td>
<td>4</td>
</tr>
<tr>
<td>MAC 2233</td>
<td>Survey of Calculus 1 (Critical Tracking; State Core Gen Ed Mathematics)</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Composition; Writing Requirement</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Diversity</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Course</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td>Semester Three</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACG 2021</td>
<td>Introduction to Financial Accounting (Critical Tracking)</td>
<td>4</td>
</tr>
<tr>
<td>Select one:</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td>C112 2531</td>
<td>Problem Solving Using Computer Software (Critical Tracking; Gen Ed Mathematics)</td>
<td></td>
</tr>
<tr>
<td>ISM 3013</td>
<td>Introduction to Information Systems (Critical Tracking)</td>
<td></td>
</tr>
<tr>
<td>State Core Gen Ed Composition (<a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a>)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>State Core Gen Ed Humanities (<a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a>)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Course</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td>Semester Four</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACG 2071</td>
<td>Introduction to Managerial Accounting (Critical Tracking)</td>
<td>4</td>
</tr>
<tr>
<td>GEB 4941</td>
<td>Internship in Business Administration (complete by beginning of senior year)</td>
<td>1</td>
</tr>
<tr>
<td>STA 2023</td>
<td>Introduction to Statistics 1 (Critical Tracking; Gen Ed Mathematics)</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed International</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Select one professional communication course:</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
A bachelor’s degree in Business Administration enables students to achieve foundation knowledge in economics, accounting, finance, management, marketing, business law, statistics, operations management, human resource management, information technology, and entrepreneurship. Special emphasis is placed on understanding the links between various business disciplines and the development of sound business plans. Students will be able to effectively analyze a business entity’s strengths and weaknesses as well as investigate the opportunities and threats present in the business environment.

The Marketing major provides a fundamental understanding of consumer behavior, market segmentation and positioning, the role of marketing in corporate strategy and methods by which the tactical tools of pricing, promotion and distribution are utilized by marketing practitioners.

Before Graduating Students Must

- Take the ETS Major Field Test in Business as part of MAN 4504. The ETS exam covers nine content areas in business. The score describes your performance relative to other seniors in business and accounting at 600+ colleges and universities (e.g., top 15% in the nation compared to your peers).
- Complete requirements for the baccalaureate degree, as determined by the faculty.

Students in the Major Will Learn to

Student Learning Outcomes | SLOs

Content
1. Demonstrate knowledge and understanding of elements of economics, financial accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.
2. Demonstrate proficiency in the use of business-related software applications.
3. Define the ethical responsibilities of business organizations and identify relevant ethical issues.
4. Understand how the business environment, including culture, differs across countries.
5. Possess awareness of cultural differences and how these differences affect business decisions.
6. Identify characteristics and roles of groups and teams.
7. Identify characteristics and roles of managers and leaders.
8. Possess knowledge in an area of specialization outside the disciplines of business and accounting.

**Critical Thinking**
9. Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.
10. Assess the outcomes of a course of action and make appropriate adjustments.

**Communication**
11. Write business documents clearly, concisely and analytically.
12. Speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.

**Curriculum Map**

\[
\begin{array}{|c|c|c|c|c|c|c|c|c|c|c|}
\hline
\text{Courses} & \text{SLO 1} & \text{SLO 2} & \text{SLO 3} & \text{SLO 4} & \text{SLO 5} & \text{SLO 6} & \text{SLO 7} & \text{SLO 8} & \text{SLO 9} & \text{SLO 10} & \text{SLO 11} & \text{SLO 12} \\
\hline
\text{ACG 2021} & I & R & R & R & R & R & R & R & R & R & R & R \\
\text{ACG 2071} & I & R & R & R & R & R & R & R & R & R & R & R \\
\text{CGS 2531} & I & I & I & I & I & I & I & I & I & I & I & I \\
\text{ECO 2013} & I & I & I & I & I & I & I & I & I & I & I & I \\
\text{ECO 2023} & I & I & I & I & I & I & I & I & I & I & I & I \\
\hline
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\end{array}
\]

**Assessment Types**

- Exams, papers and presentations in major-specific courses and the following:

  \[
  \begin{array}{|c|c|}
  \hline
  \text{Code} & \text{Title} & \text{Credits} \\
  \hline
  \text{BUL 4310} & \text{The Legal Environment of Business} & 4 \\
  \text{FIN 3403} & \text{Business Finance} & 4 \\
  \text{GEB 3373} & \text{International Business} & 4 \\
  \text{MAN 3025} & \text{Principles of Management} & 4 \\
  \text{MAN 4504} & \text{Operations and Supply Chain Management} & 4 \\
  \text{MAR 3023} & \text{Principles of Marketing} & 4 \\
  \text{QMB 3250} & \text{Statistics for Business Decisions} & 4 \\
  \hline
  \end{array}
  \]

- Writing and public speaking assignments in the following:

  \[
  \begin{array}{|c|c|}
  \hline
  \text{Code} & \text{Title} & \text{Credits} \\
  \hline
  \text{FIN 3403} & \text{Business Finance (writing)} & 4 \\
  \text{GEB 3213} & \text{Professional Writing in Business} & 3 \\
  \text{GEB 3218} & \text{Professional Speaking in Business} & 3 \\
  \hline
  \end{array}
  \]