

MARKETING

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/>)

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Map (<http://campusmap.ufl.edu/#/index/0029>)

Curriculum

- Marketing
- Professional Selling Minor
- Retailing Minor

The MKG_BSBA curriculum focuses on consumer behavior, development and analysis of marketing strategies, retail management, marketing research, sales management and international marketing. The MKG_BSBA 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.

MKG_BSBA 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

MKG_BSBA 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, MKG_BSBA majors must take 120 credits, including:

Code	Title	Credits
Core Courses		
BUL 4310	The Legal Environment of Business	4
FIN 3403	Business Finance	4
GEB 3373	International Business	4
MAN 3025	Principles of Management	4
MAN 4504	Operations and Supply Chain Management	4
MAR 3023	Principles of Marketing	4
QMB 3250	Statistics for Business Decisions	4
QMB 3302	Foundations of Business Analytics & Artificial Intelligence (AI)	4
Major Courses		
MAR 3503	Consumer Behavior	4

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. ¹		7
Professional Communication Course		
Select one:		3
GEB 3213	Professional Writing in Business	
GEB 3218	Professional Speaking in Business	
SPC 2608	Introduction to Public Speaking	
ENC 3312	Advanced Argumentative Writing	
A similar course with prior approval (requires a minimum grade of C)		
Career Readiness Requirement		
Students must complete the minimum number of required credits in all four phases, see requirement details below.		6
Total Credits		64

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

CAREER READINESS REQUIREMENT

Heavener School majors in campus-based programs are required to complete 6 credit hours of professional development coursework. This sequence of course offerings is designed to help students explore careers in different business disciplines, build specific career competencies that are sought after by employers, give students an opportunity to apply their skills, and finally, to consolidate student's prior learning and add leadership tools to launch them into their careers.

To complete the career readiness requirement, students must complete the minimum number of required credits in each of the four phases.

Career Readiness Phases

Code	Title	Credits
Explore		
1 required credit; select from:		
GEB 2030	Exploring Careers in Business	
GEB 2033	Career Accelerator for Business	
GEB 4930	Special Topics (Transfer Success)	
MAR 2290	Retail Management Seminar	
MAR 2401	Sales Seminar	
Enrich		
2 required credits; select from:		
GEB 3225	Intermediate Topics in Management Communication	
GEB 4911	Undergraduate Research in Business	
Apply		
1 required credit; select from:		
GEB 3941	Externship in Business	
GEB 4941	Internship in Business Administration	
MAR 4941	Sales Internship	
MAR 4945	Retail Management Internship	
Advance		
2 required credits		
GEB 4090	Leadership Launch	

To satisfy the "Apply" phase, students must complete an internship or externship course. Students who choose to meet this requirement through the internship option must enroll in one of the internship courses and complete an internship of at least 150 hours 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 this 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. Consult a Heavener academic and career advisor 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, the student will not be allowed to repeat that course.

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

Semester 5

- Complete MAR 3023 with a minimum grade of C
- Meet all semester 1-4 critical-tracking requirements
- 2.0 UF GPA required

Semester 6

- 2.0 Core GPA required
- 2.0 Major GPA required
- 2.0 UF GPA required

Semester 7

- 2.0 Core GPA required
- 2.0 Major GPA required
- 2.0 UF GPA required

Semester 8

- 2.0 Core GPA required
- 2.0 Major GPA required
- 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.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
ECO 2023	Principles of Microeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences)	4

MAC 1140	Precalculus Algebra (if needed; or elective)	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Credits		13
Semester Two		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
ECO 2013	Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)	4
MAC 2233	Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics)	3
Gen Ed Composition; Writing Requirement		3
Gen Ed Diversity		3
Credits		16
Semester Three		
ACG 2021	Introduction to Financial Accounting (Critical Tracking)	4
Select one:		3-4
CGS 2531	Problem Solving Using Computer Software (Critical Tracking ; Gen Ed Mathematics)	
ISM 3013	Introduction to Information Systems (Critical Tracking)	
Career Readiness Course (Explore Phase)		1
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Elective		2
Credits		16-17
Semester Four		
ACG 2071	Introduction to Managerial Accounting (Critical Tracking)	4
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
Select one professional communication course:		3
GEB 3213	Professional Writing in Business	
GEB 3218	Professional Speaking in Business	
SPC 2608	Introduction to Public Speaking	
ENC 3312	Advanced Argumentative Writing	
Career Readiness Course (Apply Phase)		1
Gen Ed International		3
Elective		1
Credits		15
Semester Five		
MAR 3023	Principles of Marketing (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences; minimum grade of C required)	4
QMB 3250	Statistics for Business Decisions	4
QMB 3302	Foundations of Business Analytics & Artificial Intelligence (AI)	4
Career Readiness Course (Enrich Phase)		1
Restricted elective		3
Credits		16
Semester Six		
FIN 3403	Business Finance	4
MAN 3025	Principles of Management	4
MAR 3503	Consumer Behavior	4
Career Readiness Course (Enrich Phase)		1
Credits		13
Semester Seven		
BUL 4310	The Legal Environment of Business	4
GEB 3373	International Business	4
Marketing electives (3000/4000 level)		4
Restricted electives		4
Credits		16
Semester Eight		
MAN 4504	Operations and Supply Chain Management	4
MAR 4803	Marketing Management	4
Career Readiness Course (Advance Phase)		2
Marketing electives (3000/4000 level)		4

Elective		1
	Credits	15
	Total Credits	120

Academic Learning Compact

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

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10	SLO 11	SLO 12
ACG 2021	I	R							R	R		
ACG 2071	I	R							R	R		
BUL 4310	I		R, A									
CGS 2531	I	I										
ECO 2013	I			I					I	I		
ECO 2023	I			I					I	I		
FIN 3403	I		R								R, A	
GEB 3213											R, A	
GEB 3218												I, A
GEB 3373	R			R, A	R, A				R	R		

MAN 3025 I		R	I	I	I, A	I, A		R	R		
MAN 4504 I								R, A	R, A	R	R
MAR 3023 I		R, A	R, A	I		I					
QMB 3250 I	R, A							R, A	R, A		
Specialization Area							I, R, A	R	R	R	R
Senior Exam	A		A								

Assessment Types

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

Code	Title	Credits
BUL 4310	The Legal Environment of Business	4
FIN 3403	Business Finance	4
GEB 3373	International Business	4
MAN 3025	Principles of Management	4
MAN 4504	Operations and Supply Chain Management	4
MAR 3023	Principles of Marketing	4
QMB 3250	Statistics for Business Decisions	4

- Writing and public speaking assignments in the following:

Code	Title	Credits
FIN 3403	Business Finance (writing)	4
GEB 3213	Professional Writing in Business	3
GEB 3218	Professional Speaking in Business	3
