MARKETING

Course Search
Not all courses are offered every semester. Refer to the schedule of courses for each term’s specific offerings.

Courses
MAR 2290 Retail Management Seminar 1 Credit
Weekly Lectures Feature a Different Executive Making a Presentation in His or Her Area of Expertise. Major Issues in Retailing Are Addressed. Discussions of Career Opportunities and Career Paths in Retailing. (S-U)

MAR 2951 Special Topics 1-3 Credits
Projects Related to Business in Marketing as Approved By the College. (S-U)

MAR 3023 Principles of Marketing 4 Credits
Functions, Institutions and Methods of Marketing Goods and Services. Relates Marketing to the Larger Economic Structure and Emphasizes the Importance of the Consumer. (S)
Prereq: ECO 2013, ECO 2023 or AEB 2014, and sophomore standing
General Education - Social Science

MAR 3231 Introduction to Retailing Systems and Management 4 Credits
Functions, Institutions and Activities of Retailing Goods and Services.
Prereq: ACG 2021 and MAR 3023

MAR 3400 Professional Selling 4 Credits
Basic survey in professional selling. Teaches the importance of the selling role and provides basic professional selling skills; begins the preparation for a future role in sales or sales management.

MAR 3503 Consumer Behavior 4 Credits
Prereq: MAR 3023 with a minimum grade of C and STA 2023

MAR 4156 International Marketing 4 Credits
Prereq: ACG 2021 and MAR 3023 with minimum grades of C

MAR 4232 Retail Consulting 4 Credits
Provides Opportunities for Working on Real Retail/Marketing Problems With Clients; Gain Practical Insights Into Actual Retail Business Operations While Performing Problem Identification, Exploration for Opportunities, Data Collection and Strategy Development. Teams of 4-5 Students Work With Real Clients on Retail Issues and Design and Execute All Phases of the Project.
Prereq: MAR 3023 with a minimum grade of C and instructor permission

MAR 4403 Sales Management 4 Credits
Principles, Methods and Problems Relating to the Management of a Sales Force. Selection and Training, Organization, Compensation and Stimulation, and Control.
Prereq: ACG 2021 and MAR 3023 with minimum grades of C

MAR 4613 Marketing Research 4 Credits
Analyzes the role of marketing research in providing information for marketing decisions. research methods and techniques involved in the development and use of primary and secondary data are emphasized. Topics include survey design, experimental design, data collection (E.G., Questionnaires), data analysis, measurement and sampling.
Prereq: MAR 3023 with a minimum grade of C and QMB 3250

MAR 4803 Marketing Management 4 Credits
Prereq: MAR 3023 with a minimum grade of C, MAR 3503 and one other marketing course

MAR 4804 Marketing Strategy 4 Credits
Emphasizes analysis, planning, and implementation of marketing strategies. Examines insights into the creative processes involved in applying marketing concepts and knowledge to the development and implementation of strategy. Features a comprehensive marketing simulation exercise and well as detailed analysis of several companies and their marketing strategies.

MAR 4832 New Product Development and Management 4 Credits
A structured way of thinking about product development. Students are provided with an up-to-date toolbox for developing and managing new products. Includes hands-on individual assignments and a group project to simulate the development process of a new product or service.
Prereq: MAR 3023 with a minimum grade of C

MAR 4905 Independent Study 1-4 Credits
Opportunity for In-Depth Study Not Offered in Other Courses.
Prereq: senior standing, previous work in the area of research and department permission

MAR 4933 Special Topics 4 Credits
Selected Rotating Topics in Marketing Management, Research and Theory.
Prereq: department permission

MAR 4945 Retail Management Internship 1-3 Credits
A 10-12 Week Entry-Level Retail Management Internship that requires several papers and reports. Opportunities are available in stores, corporate headquarters and buying offices. management training experiences in buying, store management, merchandising and customer service. (S-U)
Prereq: MAR 3023, Principles of Marketing, is recommended before registering for this internship

MAR 4956 International Studies in Marketing 1-4 Credits
Provides a Mechanism By Which Coursework Taken as Part of An Approved Study Abroad Program Can Be Recorded on the UF Transcript and Counted Toward Graduation.
Prereq: admission to an approved study abroad program and department permission

MAR 4970 Honors Thesis 1 Credit
A Thesis Is Required for Magna Cum Laude or Summa Cum Laude Designation. To Qualify, Students Normally Have Completed 90 Semester Credits of Coursework (Exceptions May Be Made) and Have At Least a 3.6 Gpa At the Time They Enroll. the Thesis Will Be Reviewed By At Least One Faculty Member Chosen By the Honors Coordinator From the Student’S Department. (S-U)
Prereq: 90 credits earned and a 3.6 UF GPA

General Education - Social Science