MARKETING

COLLEGE: BUSINESS ADMINISTRATION
SCHOOL: NONE
DEGREE: BACHELOR OF ARTS OR BACHELOR OF SCIENCE
OPTION/TRACK: NONE

LIMITED ACCESS PROGRAM: YES - THIS PROGRAM HAS ADDITIONAL ADMISSION REQUIREMENTS AS STATED BELOW.

CAMPUS(ES) WHERE OFFERED/CONTACT:
- TAMPA / Director of Advising, Business Administration, (813) 974-4290
- LAKELAND (Partial) / Advisor, Business Administration, (863) 667-7011
- SARASOTA (Partial) / Advisor, Business Administration, (941) 359-4331/4330
- ST. PETERSBURG (Partial) / Advisor, Business Administration, (727) 553-1542

Program of Study at a Florida Community/Junior College for Students Planning to Transfer to USF
(State Mandated Common Prerequisites)
The State of Florida has identified common course prerequisites for the College of Business Administration degree programs. These prerequisites are required for admission to the upper-division program and normally must be completed by the student prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites, but may not be admitted into the program.

The following common prerequisites or their substitutions are necessary for admission to the College of Business Administration upper-division degree programs:

- ACG X021 Financial Accounting (or ACG X001 & ACG X011)
- ACG X071 Managerial Accounting (not required of students majoring in Accounting)
- CGS X100 Computers in Business (or acceptable substitute)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100

Accounting majors are not required to take ACG 2071 and may enroll in ACG 3103 upon completion of ACG 2021 and admission to the college of Business Administration.

Students should not take finance, management, or marketing courses at the community college which are offered at the upper division level at USF. Such courses are not accepted as substitutes for upper-level requirements without proper validation after enrolling in the College of Business Administration. Without validation, such courses transfer as elective credits.

Requirements for the B.A./B.S. Degree:

Within the 120 semester-hour program as listed in the General Requirements section, students must complete a minimum of 18 hours in marketing beyond MAR 3023.

Required Marketing Courses:
- MAR 3823 Marketing Management
- MAR 3613 Marketing Research
- MAR 3400 Professional Selling
- MAR 4333 Electronic/Promotion Management
- MAR 4824 Marketing Management Problems

Additional upper-level marketing courses 3-9

Total 18-24

It is strongly recommended that marketing majors take an internship course as part of their plan of study. It is also recommended that courses in information technology, finance, management, and international business be included in business electives. In addition, it is recommended that students include courses in speech, social sciences, and communication as part of general electives.