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 / Coordinator of Advising, Business Administration, (813) 974-4290
LAKELAND / Advisor, Business Administration, (941) 667-7011
SARASOTA / Advisor, Business Administration, (941) 359-4331
ST. PETERSBURG / Advisor, Business Administration, (813) 893-9542

A student wishing to transfer to USF should complete the A.A. degree at a Florida community/junior college. Some courses required for the major may also meet General Education Requirements thereby transferring maximum hours to the university. A minimum of 60 semester hours must be completed at the university unless prior approval is secured. If a student transfers without an A.A. degree and has fewer than 60 semester hours of acceptable credit, a student must meet the university's entering freshman requirements including ACT or SAT test scores, GPA, and course requirements.

ACG X021 Financial Accounting or ACG X001 and ACG X011
ACG X071 Managerial Accounting I
CGS X100 Computers for Business
ECO X013 Economic Principles (Macroeconomics)
ECO X023 Economic Principles (Microeconomics)
MAC X233 Calculus for Business
STA X023 Introductory Statistics I or QMB X100

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.

To be admitted to the College of Business Administration, the student must first be accepted to the University of South Florida. Additionally, students must have completed a minimum of 60 semester hours, earned a 2.5 all-college grade point ratio, and completed the above courses with a 2.0 GPA, no grade lower than a "C" and a 2.0 GPA in all work attempted at USF, including any credit prior to salvage. Students meeting all other requirements and with a cumulative grade point average between 2.3 and 2.5 may apply to the College of Business, and will be considered on a case by case basis. Students working toward meeting the limited access criteria and who have completed 60 hours may be permitted to enroll in selected upper division courses.

PROGRAM OF STUDY AT THE UNIVERSITY

The Foundation Courses common to all majors in business consists of the 18 hours of prerequisites plus the following (three-hour) courses:
BUL 3320 Law and Business I
ECO 3100 Managerial Economics
FIN 3403 Principles of Finance
QMB 3200 Business and Economics Statistics II
MAN 3025 Principles of Management
MKT 3023 Basic Marketing
ISM 3431 Management Science POM
GEB 4890 Business Policy

Students must complete a minimum of 18 hours in marketing beyond MAR 3023.

Required Marketing Courses:
MAR 3823 Marketing Management (3)
MAR 3613 Marketing Research (3)
MAR 4824 Marketing Management Problems (3)

Total (18-24)

Students may specialize in any of the following areas: Industrial/Sales Management, Promotion, or Retailing.

It is strongly recommended that marketing majors include courses in speech, computer science, finite mathematics, social psychology, and mass communications as part of their general electives.

Sufficient additional business courses outside the student's major are required for a minimum total of 60 hours of business courses. A minimum of 54 hours of non-business courses, including calculus, speech communication, and advanced writing are required. The remaining electives for the 120-hour graduation requirement may be taken in business or non-business areas, but must include one course covering contemporary international issues.