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, (727) 545-1542

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 and 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

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.

Admission Requirements to the University Program of Study
Please be aware of the immunization, foreign language, and continuous enrollment policies of the university, and qualitative standards required.

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
- MAR 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)
- Additional upper-level marketing courses (9-15)

Total (18-24)

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

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.