

Marketing (BS)

First awarded in 2023.

Dr. Gilliam, Program Coordinator

General Education Requirements

Complete all Florida College General Education course requirements including:

- ENC 1101/1102 Freshman Composition I/II (6 hours)
- MAC 1105 College Algebra or higher (3 hours)
- STA 2023 Elementary Statistics (3 hours)
- ECO 2013/2023 Macro- and Micro- Economics
- Natural Science with at least one lab science course (7 hours)
- Humanities (6 hours) - LIT 2371 satisfies both humanities and biblical literature requirements
- Biblical Literature (daily requirement based on residency)
- PSY 1012 General Psychology (3 hours)
- SPC 1608 Public Speaking (3 hours)

Science, Humanities, and Mathematics Requirement

This requirement may be satisfied by taking two natural science courses, including at least one laboratory science, and two Humanities courses. Students may satisfy the science and humanities requirement with one laboratory science course if they have completed two language courses and two humanities courses with a grade of "C" or better in each course. The math requirement may be fulfilled by passing MAC 1105 or higher and STA 2023 with a grade of "C" or better.

Business Program Foundational Courses (21 hours)

All students majoring in Business Administration, Finance, Marketing, or Sport Management must complete 21 hours in the following foundational courses with a grade of "C" or better:

- ACG 2001 Financial Accounting (3 hours)
- ACG 2011 Managerial Accounting (3 hours)
- CGS 2100 Computer Applications in Business (3 hours)
- ECO 2013 Principles of Economics: Macro (3 hours)
- ECO 2023 Principles of Economics: Micro (3 hours)
- FIN 2100 Personal Finance (3 hours)
- GEB 1011 Introduction to Business Administration (3 hours)

Business Program Core Courses (21 hours)

All students majoring in Marketing must complete 21 hours in the following core courses with a grade of "C" or better:

- BUL 3320 Law and Business I (3 hours)
- FIN 3403 Principles of Finance (3 hours)
- GEB 3213 Communication in Business (3 hours)
- MAN 3025 Principles of Management (3 hours)
- MAN 3600 International Business (3 hours)
- MAN 3802 Entrepreneurship & Small Business Management (3 hours)
- MAR 3023 Principles of Marketing (3 hours)

Marketing Major Courses (21 hours)

All students majoring in Finance must complete 21 hours in the following major courses within their degree program:

- MAR 3323 Promotion Strategies (3 hours)
- MAR 3503 Consumer Behavior (3 hours)
- MAR 4480 Marketing Strategy (3 hours)

- MAR 4613 Marketing Research (3 hours)
- MAR 4721 Digital Marketing (3 hours)
- MAN 4720 Strategic Management – capstone (3 hours)
- or
- MAR 4804 Marketing Management – capstone (3 hours)
- MAN 4940 Internship: Business Programs (3 hours)

Course Sequencing Guidance

Courses in the Business Programs are sequenced so that students can complete all degree requirements within a four-year timeframe. Sequencing of coursework is important to avoid scheduling conflicts and ensure that students are academically prepared for the designed scaffolding of curriculum and instruction throughout the program, from first-year requirements to the capstone course. Critical pathways are described below.

- 1st year: Composition I/II, College Algebra, Elementary Statistics, Introduction to Business, Public Speaking, and Computer Applications in Business are offered both fall and spring semesters and should be completed during the 1st year.
- 2nd year: Financial Accounting, Managerial Accounting, Macroeconomics, Microeconomics, Principles of Management, and Principles of Marketing are sequenced fall and spring and should be completed as 2nd year classes. These courses are critical prerequisites for business program core and major coursework in the 3rd year. Natural Science courses should be completed during the second and third year to avoid scheduling conflicts with upper-division courses in the 3rd and 4th year.
- 3rd year: Business core and major upper-division courses may be taken. Principles of Finance, Communication in Business, Marketing Strategies, Digital Marketing, Consumer Behavior, and Promotion Strategies should be taken during the third year to avoid scheduling conflicts with 4th year courses. Humanities, Natural Science, general education, and elective courses may be scheduled during the 3rd year. Entrepreneurship & Small Business Management may be taken during the 3rd or 4th year, though it is recommended this course be taken in the 3rd year.
- 4th year: Marketing Research and International Business should be taken in the 4th year. Strategic Management or Marketing Management must be taken in the spring semester of the 4th year.

All students must complete an internship during their final year at Florida College. This course may be completed during the summer term between the 3rd and 4th year, or during the 4th year.

RECOMMENDED PLAN FOR BS DEGREE IN MARKETING (123 HOURS shown)

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Comp. I	3	ENC 1102 – Freshman Comp. II	3
MAC 1105 – College Algebra <i>or higher</i>	3	HLP 2081 – Health and Wellness	1
Physical Education	1	PSY 1012 – General Psychology	3
SPC 1608 – Public Speaking	3	STA 2023 – Statistics	3
REL 1210 – History & Geography: OT	2	REL 1240 – History & Geography: NT	2
TR Daily Bible	1	TR Daily Bible	1
GEB 1011 – Intro to Bus Admin	3	CGS 2100 – Computer Apps in Bus	3
Total	16	Total	16
Fall – Year Two	Hours	Spring – Year Two	Hours
ECO 2013 – Economics: Macro	3	ECO 2023 – Economics: Micro	3
Natural Science with Lab	4	LIT 2371 – OTP (MWF Daily Bible)	3
MWF Daily Bible	2	Natural Science	3
TR Daily Bible	1	ACG 2011 – Managerial Accounting	3
ACG 2001 – Financial Accounting	3	TR Daily Bible	1
MAN 3025 – Principles of Management	3	MAR 3023 – Principles of Marketing	3
Total	16	Total	16
Fall – Year Three	Hours	Spring – Year Three	Hours
Humanities	3	MWF Daily Bible	1
MWF Daily Bible	1	TR Daily Bible	1
TR Daily Bible	1	FIN 2100 – Personal Finance	3
FIN 3403 – Principles of Finance	3	MAR 3323 – Promotional Strategies	3
GEB 3213 – Communication in Business	3	MAR 3503 – Consumer Behavior	3
MAR 4480 – Marketing Strategy	3	Elective	3
MAR 4721 – Digital Marketing	3		
Total	17	Total	14
Fall – Year Four	Hours	Spring – Year Four	Hours
MWF Daily Bible	1	MWF Daily Bible	1
TR Daily Bible	1	TR Daily Bible	1
MAN 3600 – International Business	3	MAN 3802 – Entrep. & Small Bus. Mgt.	3
MAN 4504 – Operations Management	3	MAN 4720 – Strategic Management	3
MAR 4613 – Marketing Research	3	MAN 4940 – Business Internship	3
Elective	3	Elective	3
Total	14	Total	14