



H. Wayne Huizenga College of Business and Entrepreneurship
 DEGREE CURRICULUM SHEET | 2016-2017 CATALOG
 Bachelor of Science in Business Administration in Marketing

FIRST YEAR SEMINAR		
Course	Credits	Frequency
UNIV 1000: First Year Seminar	3	
Total First Year Seminar Credits	3	

GENERAL EDUCATION REQUIREMENTS		
Area/Course	Credits	Frequency
Written Composition <i>6 credits at or above COMP 1500</i>		
COMP 1500: College Writing	3	FW
COMP 2000: Advanced College Writing	3	FW
Mathematics <i>6 credits at or above MATH 1040</i>		
MATH 1040: Algebra for College Students	3	FW
MATH 2020: Applied Statistics	3	FW
Arts & Humanities <i>6 credits in HIST, ARTS, PHIL, HUMN, LITR, THEA, FILM, MUSC, DANC, WRIT, foreign language</i>		
Open Arts & Humanities	3	FW
Open Arts & Humanities	3	FW
Social & Behavioral Sciences <i>6 credits in PSYC, SOCL, ANTH, ECN, COMM, GEOG, GEST, INST, POLS</i>		
ECN 2020: Principles of Microeconomics	3	FW
ECN 2025: Principles of Macroeconomics	3	FW
Science <i>6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS</i>		
Open Science	3	FW
Open Science	3	FW
Total General Education Credits	30	

OPEN ELECTIVES	
Total Open Electives Credits	24

CONCENTRATION CREDITS	
<i>Take four concentration courses, see concentration sheet for details</i>	
Total Concentration Credits	12

TOTAL CREDITS: 120

BUSINESS CORE		
Course	Credits	Frequency
ACT 2200: Financial Accounting	3	FW
ACT 2300: Managerial Accounting	3	FW
FIN 3010: Corporation Finance	3	FW
INB 3550: International Business	3	FW
ISM 3660: Management Information Systems*	3	FW
MGT 2050: Principles of Management	3	FW
MGT 2150: Business Law I	3	FW
MGT 4100: Business Ethics	3	FW
MGT 4170: Organizational Behavior	3	FW
MGT 4880: Business Strategy and Policy	3	FW
MKT 3050: Marketing Principles and Applications	3	FW
OPS 3880: Operations Management	3	FW
*TECH 1110 is a prerequisite	3	FW
Total Business Core Credits	39	

MAJOR COURSES		
Course	Credits	Frequency
MKT 3060: Consumer Behavior	3	FW
MKT 4100: Integrated Marketing Communications	3	FW
MKT 4700: Marketing Research	3	W
MKT 4710: Marketing Strategy	3	W
Total Major Credits	12	

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter



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 CONCENTRATION SHEET | 2016-2017 CATALOG
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There are five concentrations available; choose one of the following:

MARKETING MANAGEMENT

Course	Credits	Frequency
MKT 3210: Professional Selling	3	FW
MKT 3100: Services Marketing	3	FW
MKT 3800: Entrepreneurial Marketing	3	FW
MKT 3900: Marketing Internship	3	FW
Total Marketing Management Credits	12	

DIGITAL AND SOCIAL MEDIA

Course	Credits	Frequency
MKT 3600: Digital and Search Engine Marketing	3	FW
MKT 3605: Content Marketing	3	W
MKT 3610: Social Networking	3	W
MKT 3900: Marketing Internship	3	FW
Total Digital and Social Media Credits	12	

PROFESSIONAL SALES

Course	Credits	Frequency
MKT 3210: Professional Selling	3	FW
MKT 3220: Advanced Selling	3	F
MKT 3230: Managing the Sales Force	3	W
MKT 3900: Marketing Internship	3	FW
Total Professional Sales Credits	12	

SERVICE AND RETAIL MARKETING

Course	Credits	Frequency
MKT 3100: Services Marketing	3	FW
MKT 3110: Retail Management	3	W
MKT 3510: Customer Value & Relationship Marketing	3	FW
MKT 3900: Marketing Internship	3	FW
Total Service and Retail Marketing Concentration Credit		

GLOBAL AND REGIONAL MARKETS

Course	Credits	Frequency
MKT 3320: International Marketing	3	FW
INB 4300: Export/Import Trade	3	F
ECN 4300: International Economics	3	W
MKT 3900: Marketing Internship	3	FW
Total Global and Regional Markets Credits	12	

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter



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 SAMPLE FOUR YEAR CURRICULUM | 2016-2017 CATALOG
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Freshman Year				
Fall		Winter		
Course	Credits	Course	Credits	
UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	3	
COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3	
MATH 1040: Algebra for College Students	3	MGT 2150: Business Law I	3	
MGT 2050: Principles of Management	3	General Education: Arts and Humanities	3	
TECH 1110: Technology in Information Age	3	General Education: Science	3	
Total Credits	15	Total Credits	15	
Sophomore Year				
Fall		Winter		
Course	Credits	Course	Credits	
ACT 2200: Financial Accounting	3	ACT 2300: Managerial Accounting	3	
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3	
MKT 3050: Marketing Principles and Applications	3	ISM 3660: Management Information Systems	3	
General Education: Arts and Humanities	3	MKT 3060: Consumer Behavior	3	
General Education: Science	3	MKT Concentration Course/Open elective	3	
Total Credits	15	Total Credits	15	
Junior Year				
Fall		Winter		
Course	Credits	Course	Credits	
FIN 3010: Corporation Finance	3	MGT 4170: Organizational Behavior	3	
INB 3550: International Business	3	MKT 4100: Integrated Marketing Communication	3	
MKT 3900: Marketing Internship	3	MKT 4700: Marketing Research	3	
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3	
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3	
Total Credits	15	Total Credits	15	
Senior Year				
Fall		Winter		
Course	Credits	Course	Credits	
MGT 4100: Business Ethics	3	MGT 4880: Business Strategy and Policy	3	
OPS 3880: Operations Management	3	MKT 4710: Marketing Strategy	3	
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3	
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3	
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3	
Total Credits	15	Total Credits	15	
TOTAL CREDITS: 120				