

H. Wayne Huizenga College of Business and Entrepreneurship  
 DEGREE CURRICULUM SHEET | 2018-2019 CATALOG  
 Bachelor of Science in Business Administration in Marketing

**FIRST YEAR SEMINAR**

Course	Credits	Frequency
UNIV 1000: First Year Seminar	3	
<b>Total First Year Seminar Credits</b>	<b>3</b>	

**GENERAL EDUCATION REQUIREMENTS**

Area/Course	Credits	Frequency
<b>Written Composition</b>		
<i>6 credits at or above COMP 1500</i>		
COMP 1500: College Writing	3	FW
COMP 2000: Advanced College Writing	3	FW
<b>Mathematics</b>		
<i>6 credits at or above MATH 1040</i>		
MATH 1040: Algebra for College Students	3	FW
MATH 2020: Applied Statistics	3	FW
<b>Arts &amp; Humanities</b>		
<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
<b>Social &amp; Behavioral Sciences</b>		
<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
<b>Science</b>		
<i>6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS</i>		
Open Science	3	FW
Open Science	3	FW
<b>Total General Education Credits</b>	<b>30</b>	

**OPEN ELECTIVES**

Take six elective courses		
<b>Total Open Electives Credits</b>	<b>24</b>	

**BUSINESS CORE**

Course	Credits	Frequency
<a href="#">ACT 2020: Foundations of Accounting 1</a>	3	FW
<a href="#">ACT 2030: Foundations of Accounting 2</a>	3	FW
<a href="#">FIN 3010: Corporation Finance</a>	3	FW
<a href="#">INB 3550: International Business</a>	3	FW
<a href="#">ISM 3660: Management Information Systems*</a>	3	FW
<a href="#">MGT 2050: Principles of Management</a>	3	FW
<a href="#">MGT 2150: Business Law I</a>	3	FW
<a href="#">MGT 4100: Business Ethics</a>	3	FW
<a href="#">MGT 4170: Organizational Behavior</a>	3	FW
<a href="#">MGT 4880: Business Strategy and Policy</a>	3	FW
<a href="#">MKT 3050: Marketing Principles and Applications</a>	3	FW
<a href="#">OPS 3880: Operations Management</a>	3	FW
<a href="#">*TECH 1110 Technology in Information Age</a>	3	FW
<b>Total Business Core Credits</b>	<b>39</b>	
<b>MKT MAJOR REQUIRED COURSES</b>		
Course	Credits	Frequency
<a href="#">MKT 3060: Consumer Behavior</a>	3	FW
<a href="#">MKT 4100: Integrated Marketing Communications</a>	3	F
<a href="#">MKT 4700: Marketing Research</a>	3	W
<a href="#">MKT 4710: Marketing Strategy</a>	3	W
<b>Total MKT Major Required Credits</b>	<b>12</b>	
<b>MKT MAJOR ELECTIVE CREDITS</b>		
<i>Take four Marketing elective courses, see Elective Sheet for details</i>	<b>12</b>	

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

**TOTAL CREDITS: 120**

*Last modified 4.2017*