

## **MARKETING and SALES (MKTS), Bachelor of Science Degree**

The purpose of this program is to provide students with an understanding of the basic structures and processes in marketing and the skills necessary to be able to analyze and solve marketing problems and opportunities. The program also provides a foundation into graduate programs and prepares students for careers in marketing. Florida National University awards a Bachelor of Science Degree in Marketing and Sales upon completion of the program.

### **GRADUATION REQUIREMENTS (A MINIMUM OF 120 CREDITS)**

#### **REQUIRED COURSES**

##### **General Education Requirements (45 Credits)**

##### **COMMUNICATIONS (9 CREDITS)**

		Credit	Hours
ENC 1101	English Composition I **	3	
ENC 1102	English Composition II **	3	
SPC 1017	Fundamentals of Oral Communication	3	

##### **HUMANITIES (6 CREDITS)**

Credit Hours  
6

##### **BEHAVIORAL/ SOCIAL SCIENCE (6 CREDITS)**

		Credit	Hours
ECO 2013	Principles of Macroeconomics	3	
		3	

##### **NATURAL SCIENCE (7 CREDITS includes 1 Lab. hour)**

Credit Hours  
7

##### **MATHEMATICS (7 CREDITS)**

		Credit	Hours
MAC 1105	College Algebra I **	3	
STA 2014	Introduction to Statistics**	4	

##### **COMPUTERS (7 CREDITS)**

		Credit	Hours
CGS 1030	Introduction to Information Technology	4	
CGS 2511	Spreadsheet Applications for Business	3	
SLS 1501	College Study Skills	0	

##### **CORE REQUIREMENTS (55 CREDITS)**

##### **Lower Level Courses (19 CREDITS)**

		Credit	Hours
ACG 2003	Principles of Accounting 1	3	
ACG 2003L	Principles of Accounting Lab.	1	
ECO 2023	Principles of Microeconomics	3	
GEB 2430	Ethics & Social Responsibility	3	
MAN 2021	Principles of Business Management	3	
MAR 1011	Principles of Marketing	3	
MKA 2021	Salesmanship	3	

##### **Upper Level Courses (36 CREDITS)**

		Credit	Hours
FIN 3403	Corporate Finance	3	
MAR 4830	Product and Pricing strategies	3	
MAR 3156	International Marketing	3	
MAR 3334	Sales, Advertising, and Promotions	3	
MAR 3503	Consumer Behavior	3	

MAR 4836	Marketing Research**	3
MAR 4203	Marketing Channels & Logistics	3
MAR 4231	Retail Marketing	3
MAR 4641	Marketing Analytics**	3
MAR 3700	Digital Marketing	3
MAN 3084	Introduction to Social Media for Managers	3

**CAPSTONE: (3 credits)**

MAR 4804	Marketing Strategy Capstone Course	3
----------	------------------------------------	---

**ELECTIVES (20 credits)**

GEB 3213	Business Communications	3
MAN 3605	Cross-Cultural Management	3
GEB 3373	International Business	3
MAN 3342	Supervisory Skills	3
MAN 4441	Negotiation & Conflict Resolution	3
MAR 4403	Sales Management	3
MAN 3504	Operations Management	3
MAR 3712	Health Care Marketing	3
MAR 3841	Service Marketing	3
MAR 4330	Brand Marketing	3
MAR 4713	Tourism & Hospitality Marketing	3
MAR 4941	Marketing Internship	3
MAR 3860	Customer Relationship Marketing	3
MAR 4661	Entrepreneurial Marketing	3
MAR 4701	Mobile Marketing	3

\*\* This course has prerequisites; check courses descriptions.

MAR 1011 is a pre-requirement for all Marketing courses.

STA 2014 is a pre-requisite for marketing research course

CGS 2511 is a pre-requisite for MAC2233 Calculus for Business and Marketing Analytics courses

ACG 2003/I is a pre-requisite for CGS2511 Spreadsheet Applications for business

The program also prepares students to pursue advanced certifications in marketing such as the **Certified Professional Marketer** (CPM-American Marketing Association).

All Credit Courses from within this division or any other division can be used as Suggested Electives.

NOTE: A total of up to 60 credits may be transferred from the General Education and/or Elective courses taken during a degree program. FNU reserves the right to transfer the appropriate courses.

\*General Education Component (see page 219)

\*\*This course has prerequisites; check course descriptions.