

Marketing Program

The Department of Marketing offers programs to prepare students for positions and professional careers in the fields of marketing and advertising. Marketing provides students with an enduring base of knowledge and the ability to adopt new marketing practices as they evolve. A variety of marketing courses are offered, and students can create their own specializations under the popular general marketing major.

Marketing Required Courses A minimum 120 credit hours are required for the degree. Other administrative requirements will be needed; see the University Catalog for details.

Intellectual Foundation Program (IFP) *

English I	ENC 1101
English II	ENC 1102 (Pre: ENC 1101)
Society and Human Behavior	6 credits (3 credits met by ECO requirement)
Natural Science	6 credits (one course with a lab)
Math & Quantitative Reasoning	6 credits (met with MAC2233 and STA2023)
Global Citizenship	6 credits
Creative Expression	6 credits

*Students admitted to FAU prior to fall 2009, see the [General Education](#) requirements. Students who have earned an AA (Associate of Arts) degree from a regionally accredited Florida Public Institution will be deemed to have met the IFP.

Pre-Professional Business Courses (Minimum grade of "C")

Accounting I (Financial)	ACG 2021 (Pre: 30 credits)
Accounting II (Managerial)	ACG 2071 (Pre: ACG 2021 with grade of "C" or better)
Macroeconomics	ECO 2013 (Pre: 30 credits)
Microeconomics	ECO 2023 (Pre: 30 credits)
Methods of Calculus	MAC 2233 (Pre: College algebra or see math dept.)
Introductory Statistics	STA 2023 (Pre: Liberal arts math 1 or see math dept.)
Information Systems Fundamentals	ISM 2000

Business Core (Pre: 60 credits, except for enc 3213) (Minimum grade of "C")

Mgmt & Organizational Behavior	MAN 3025
Marketing Management	MAR 3023 (Pre: ECO 2013 & 2023)
Financial Management	FIN 3403 (Pre: ACG 2021 & 2071)
Writing for Management	ENC 3213 (Pre: ENC 1101 & 1102)
1 Upper-Level Economics Course	ECO 4223, ECO 3101 or ECO 3203 (Pre: ECO 2013 & ECO 2023)
Quantitative Methods in Admin	QMB 3600 (Pre: MAC 2233 & STA 2023)
Management Information Systems	ISM 3011 (Pre: ISM 2000)
Business Law I	BUL 4421
1 International Perspective Course:	MAN 3600, MAR 4156, ECS 3013, ECO 4704, ECO 4713, RMI 4423, or FIN 4604.
Operations Management	MAN 3506 (Pre: MAN3025; & QMB 3600 with "C" or better)
Global Strategy and Policy	MAN 4720 (Pre: 90 credits & see catalog)

Business Electives

The Marketing program requires a minimum of 51 credits of upper-division (#3000 +) college of business courses (excluding ENC3213). Most marketing majors will need 6 additional credits (2 courses) of upper-division business courses beyond the Business Core and the Marketing Major Courses to fulfill this requirement.

Marketing Major Required Courses: Select ONE OPTION below

Marketing OPTION (Pre: 60 credits)

12 credits of additional Marketing and Marketing Strategy

3000+ level Courses (Pre: see catalog)
MAR 4803 (Pre: 90 credits & MAR 3023)

-OR-

Advertising OPTION (Pre: 60 credits)

Principles of Advertising
Marketing Strategy

MAR 3326
MAR 4803 (Pre: 90 credits & MAR 3023)

and Three of the following courses:

Media Strategy and Tactics

MAR 4331 (Pre: MAR 3326 or MAR 3023)

Promotion Management

MAR 4323 (Pre: MAR 3023)

Direct Marketing Advertising

MAR 4325 (Pre: MAR 3023)

Creative Advertising Strategy: Concepts & Design

MAR 4334 (Pre: MAR 3326)

Marketing on the Internet

MAR 4721 (Pre: MAR 3023 & ISM 3011)

Advertising Internship

MAR 4940 (Pre: MAR 3326, and either
MAR 4331 or MAR 4334, senior standing,
& permission of instructor)