

## Business Administration – Marketing Concentration

2020-2021 Undergraduate Catalog

| Semester 1 Fall                       |           |       |         |     |
|---------------------------------------|-----------|-------|---------|-----|
|                                       | Credits   | Major | CB Core | GEP |
| CMST 122 – Intro. to Public Speaking  | 3         |       | X       |     |
| ECON 201 – Macro Economics            | 3         |       | X       | D   |
| ENGL 101 – First-Year Composition     | 3         |       |         | CS1 |
| ORIE 101 – Intro. to Higher Education | 1         |       |         |     |
| GEP Fine & Performing Arts            | 3         |       |         | A   |
| GEP Humanities                        | 3         |       |         | B   |
| <b>Semester Total</b>                 | <b>16</b> |       |         |     |

| Semester 2 Spring                    |           |       |         |     |
|--------------------------------------|-----------|-------|---------|-----|
|                                      | Credits   | Major | CB Core | GEP |
| ECON 202 – Micro Economics           | 3         |       | X       |     |
| IDIS 150 – First-Year FSU Colloquium | 3         |       |         | E   |
| MATH 118 – Applied Math for BUAD     | 3         |       | X       |     |
| MGMT 110 – Career and Prof. Dev. I   | 1         |       | X       |     |
| GEP Humanities                       | 3         |       |         | B   |
| GEP Social Science                   | 3         |       |         | D   |
| <b>Semester Total</b>                | <b>16</b> |       |         |     |

| Semester 3 Fall                     |           |       |         |     |
|-------------------------------------|-----------|-------|---------|-----|
|                                     | Credits   | Major | CB Core | GEP |
| ACCT 211 – Financial Accounting     | 3         |       | X       |     |
| COSC 220 – Software Applications    | 3         |       | TF      |     |
| MATH 109 – Probability & Statistics | 3         |       | X       | CS3 |
| MKTG 261 – Principles of Marketing  | 3         |       | X       |     |
| GEP Natural Science                 | 4         |       |         | C   |
| <b>Semester Total</b>               | <b>16</b> |       |         |     |

| Semester 4 Spring                    |           |       |         |     |
|--------------------------------------|-----------|-------|---------|-----|
|                                      | Credits   | Major | CB Core | GEP |
| ACCT 212 – Managerial Accounting     | 3         |       | X       |     |
| BLAW 291 – Legal Environment of Bus. | 3         |       | X       |     |
| MGMT 251 – Mgmt. of Organizations    | 3         |       | X       |     |
| Marketing Elective (1 of 5)          | 3         | X     |         |     |
| General Elective                     |           |       |         |     |
| <b>Semester Total</b>                | <b>15</b> |       |         |     |

| Semester 5 Fall              |           |       |         |     |
|------------------------------|-----------|-------|---------|-----|
|                              | Credits   | Major | CB Core | GEP |
| ENGL 330 – Business Writing  | 3         |       |         | CS2 |
| FINA 370 – Corporate Finance | 3         |       | X       |     |
| MGMT 355 – Operations Mgmt.  | 3         |       | X       |     |
| MKTG 366 – Consumer Behavior | 3         | X     |         |     |
| Marketing Elective (2 of 5)  | 3         | X     |         |     |
| <b>Semester Total</b>        | <b>16</b> |       |         |     |

| Semester 6 Spring                 |           |       |         |     |
|-----------------------------------|-----------|-------|---------|-----|
|                                   | Credits   | Major | CB Core | GEP |
| MGMT 356 – Lead. & Human Behavior | 3         |       | X       |     |
| MKTG 462 – Marketing Research     | 3         | X     |         |     |
| MKTG 465 – Marketing Strategies   | 3         | X     |         |     |
| GEP Natural Science               | 4         |       |         | C   |
| Marketing Elective (3 of 5)       | 3         | X     |         |     |
| <b>Semester Total</b>             | <b>15</b> |       |         |     |

| Semester 7 Fall                     |           |       |         |     |
|-------------------------------------|-----------|-------|---------|-----|
|                                     | Credits   | Major | CB Core | GEP |
| FSU Colloquia II                    | 3         |       |         | E   |
| MGMT 310 – Career & Prof. Dev. II   | 2         |       | X       |     |
| MGMT 405 – Business Ethics          | 3         |       | X       |     |
| MKTG 469 – Marketing Plans Develop. | 3         | X     |         |     |
| Marketing Elective (4 of 5)         | 3         | X     |         |     |
| <b>Semester Total</b>               | <b>14</b> |       |         |     |

| Semester 8 Spring                 |           |       |         |     |
|-----------------------------------|-----------|-------|---------|-----|
|                                   | Credits   | Major | CB Core | GEP |
| MGMT 485 – Bus. Policy & Strategy | 3         |       | X       |     |
| GEP Identity & Difference         | 3         |       |         | F   |
| Marketing Elective (5 of 5)       | 3         | X     |         |     |
| General Elective                  | 3         |       |         |     |
| <b>Semester Total</b>             | <b>12</b> |       |         |     |