



University of Central Florida

COLLEGE OF BUSINESS ADMINISTRATION

**Department of
Marketing**

Information about the:

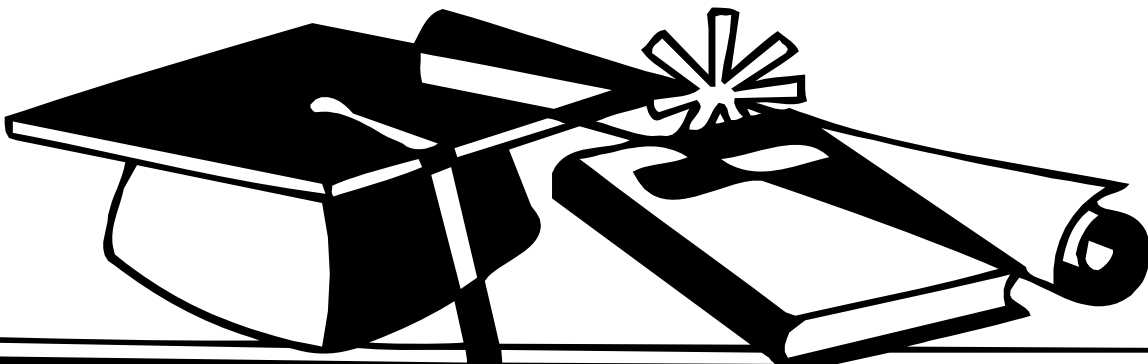
Marketing MAJOR

Marketing MINOR

2009-2010

Department Chair: Dr. Ronald E. Michaels

Department Phone: (407) 823-2108



COLLEGE OF BUSINESS ADMINISTRATION

MARKETING



The UCF Department of Marketing... "*where opportunity begins!*"

You may be interested in pursuing a business career in professional selling, retail management, retail buying, market research, advertising, public relations, promotion management merchandising, or purchasing. If so, then you should consider Marketing as a major or minor. Marketing career opportunities also exist in a variety of non-business organizations, including hospitals, museums, universities, government, and social service agencies.

The *marketing major* provides a superior education in foundation areas such as research, consumer behavior, professional selling, management, and strategy. Our curriculum focuses on building skills in communication, teamwork, critical thinking, analysis, and thinking strategically. Among the things you will learn are how to conduct sales calls, analyze sales and profit reports, prepare marketing plans, and construct marketing strategies – knowledge and skills that will make you highly marketable and successful. A wide assortment of marketing electives is designed to let each student round out his/her education according to individual career interests, whether that might be retailing, advertising, e-business, research, sales, sport marketing, healthcare marketing, entertainment marketing, or services. Students majoring in marketing have the opportunity to earn a personalized *certificate* in any of seven special interest areas. The certificate program combines elective courses with an internship, and enhances your value to potential employers. Additional detail can be found in the undergraduate catalog and on our department web site.

The department's newest offering is the *professional selling program* (track within the major). Admission to this renowned program is competitive; application and interview are required. Scholarships for this program are available and awarded on a competitive basis. Please see the undergraduate catalog and our department web site for more details.

A *minor in marketing* requires 19 hours. This course of study provides a strong basic education in marketing for College of Business students with majors other than marketing or students with majors from other Colleges. Earning a minor in marketing can add significant value and career flexibility for any UCF student with any major. Please see the undergraduate catalog and our department web site for more details.

Marketing *internships* are available (application necessary) and there are several vibrant marketing-related *student organizations* in which you can participate. The curriculum is delivered by highly-talented faculty members and offers you a superior educational experience while at UCF.

Program Benefits

- Innovative curriculum for marketing majors.
- Professional selling program is offered within the marketing major; application required.
- Seven certificate programs are available for marketing majors.
- A 19-hour marketing minor is available for students with majors other than marketing.
- Fourteen dynamic faculty members are among the strongest teachers in the College.
- Comprehensive course offerings are available each semester and summer---you can finish!
- Strong emphasis on preparing students for careers in marketing management.
- Approximately 15 scholarships are awarded annually on a competitive basis.
- Opportunities to participate in internships and honors in the major programs.
- Opportunities to participate in student chapters of the Society for Marketing Professional Services, the Ad Club, and the Sales Club.



For more information about the Department of Marketing, visit www.bus.ucf.edu/marketing, or call 407-823-2108. Department office is located in BA2 307S. Chair: Dr. Ronald E. Michaels.

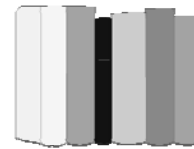


Faculty

Allen, Jeffrey W., Associate Professor, D.B.A. (University of Kentucky)
Davis, Duane L., Professor, D.B.A. (University of Kentucky)
Desiraju, Ramarao, Professor, Ph.D. (University of Florida)
Ganesh, Jaishankar, Associate Professor, Ph.D. (University of Houston)

Gundy, Cynthia, Instructor, M.B.A. (University of Central Florida)
He, Xin, Assistant Professor, Ph.D. (University of Pittsburgh)
Howatt, Nicole, Instructor, M.S. (University of Central Florida)
Joshi, Amit, Assistant Professor, Ph.D. (University of California, Los Angeles)
Krishnamoorthy, Anand, Assistant Professor, Ph.D. (University of Texas at Dallas)
Mao, Huifang, Assistant Professor, Ph.D. (Indiana University)
Massiah, Carolyn, Lecturer, Ph.D. (Arizona State University)
Mayfield-Garcia, Stefanie, Instructor, M.S. (Florida International University)
Michaels, Ronald E., Chair and Professor, Ph.D. (Indiana University)
Rubin, Ronald S., Professor Emeritus, Ph.D. (University of Massachusetts)
Sooder, Karl M., Instructor, M.B.A. (Columbia University)
Stock, Axel, Assistant Professor, Ph.D. (Purdue University)

Marketing Curriculum



The program provides students the opportunity to study marketing in a logical, sequential, integrated manner as detailed in the following sections. Marketing majors take each course described below:

MARKETING FOUNDATION KNOWLEDGE MODULE

4 HOURS

MAR 3023 Marketing

Prerequisite: Admission to UCF

As an integral component of the CBA core, MAR3023 is taught by our best professors and provides students with an excellent foundation in marketing principles. The course is delivered via streamed video. For information contact Dr. Carolyn Massiah.

MARKETING SKILLS AND COMPETENCIES MODULE

12 HOURS

This module of courses builds essential skills and competencies in such areas as information acquisition, computing and data analysis, communications and professional selling, consumer analysis, and marketing research. The four 3-hour courses included in this module are:

MAR 3503 Consumer Behavior

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor.

Students learn the importance of building long-term relationships with customers. Why and how customers buy are important topic areas. Segmentation and positioning are key building blocks. For information contact Dr. Xin He or Dr. Huifang Mao.

MAR 3641 Marketing Intelligence

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor.

Students learn how to acquire, analyze, and use information about the economy, competitors, customer demographics, technology, ecology, and regulations using secondary sources such as the Internet, databases, CD-ROM files, and others. For information contact Dr. Ronald Rubin or Ms. Stefanie Mayfield-Garcia.

MAR 3391 Professional Selling

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor.

Students sharpen writing and speaking skills within the context of professional selling. Classes are small. Course features role-playing and videotaping of sales presentations in a sales lab. For information contact Ms. Nicole Howatt, Mr. Karl Sooder, or Ms. Cynthia Gundy.

MAR 3613 Marketing Analysis & Research

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor, plus one of the following: ECO 3411, STA 3032.

Students learn how to conduct market research projects. Questionnaire design, data collection methods, statistical analyses of results, and writing research reports are important topics. For information contact Dr. Jeff Allen or Dr. Ramarao Desiraju.

MARKETING MANAGEMENT AND STRATEGY MODULE**6 HOURS****MAR 4803 Marketing Management**

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor and MAR 3503 and MAR 3613.

Students develop skills in planning, organizing, implementing, monitoring and controlling marketing programs to effectively compete in dynamic and diverse business environments. For information contact Dr. Axel Stock.

MAR 4804 Marketing Strategy

Prerequisites: MAR 3023 and common program prerequisites and appropriate major or minor and MAR 4803.

Students learn to think strategically about marketing problems and issues. The case method is used with emphasis on written and oral presentations, as well as class discussion. For information contact Dr. Amit Joshi or Dr. Anand Krishnamoorthy.

MARKETING ELECTIVES MODULE**6 HOURS**

Prerequisites: MAR 3023 and common program prerequisites and appropriate Major or Minor.

The Department offers an exciting array of elective courses. Students should choose two courses that are most applicable to their career interests and goals. These electives can help students obtain that career-entry position they really want. For example, a student interested in the financial services field might take Sales Force Management and Services Marketing. A student interested in retailing could take Retailing Management and Integrated Marketing Communication, etc.

MAR 3323 Integrated Marketing Communication

MAR 3403 Sales Force Management

MAR 3721 E-Marketing

***MAR 4156 International Marketing**

MAR 4231 Retailing Management

MAR 4711 Sport Marketing

MAR 4712 Healthcare Marketing

MAR 4715 Entertainment Marketing

***MAR 4724 Strategic Foundations in Global E-Business**

MAR 4841 Services Marketing

MAR 4934 Contemporary Marketing Topics in Florida

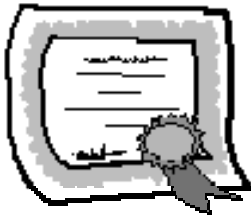
****MAR 4941 Marketing Internship**

* Either MAR 4156 or MAR 4724 (not both) may be taken as an elective.

** Additional requirements apply; must have consent of Department.

CHECK YOUR CATALOG: SPECIFIC REQUIRMENTS MAY VARY WITH CATALOG YEAR.

CERTIFICATE PROGRAMS FOR MARKETING MAJORS



For marketing majors who want to put their best foot forward in the job market the Department offers certificates of achievement in seven areas of career interest. To earn a certificate of achievement in an area you simply structure your two elective courses as outlined below*. Of course, certificate attainment is subject to the availability of internship opportunities in the area of interest—the Department cannot guarantee availability of internships.

Certificate in Selling and Sales Management

MAR 3403 Sales Force Management

**MAR 4941 Internship in sales-related position

Certificate in Retailing Management

MAR 4231 Retailing Management

**MAR 4941 Internship in retailing-related position

Certificate in E-Marketing

MAR 3721 E-Marketing

**MAR 4941 Internship in an internet-related position

Certificate in Sport Marketing Management

MAR 4711 Sport Marketing

**MAR 4941 Internship in sport-related position

Certificate in Healthcare Marketing

MAR 4712 Healthcare Marketing

**MAR 4941 Internship in healthcare-related position

Certificate in Services Marketing

MAR 4841 Services Marketing

**MAR 4941 Internship in services-related position

Certificate in Entertainment Marketing

MAR 4715 Entertainment Marketing

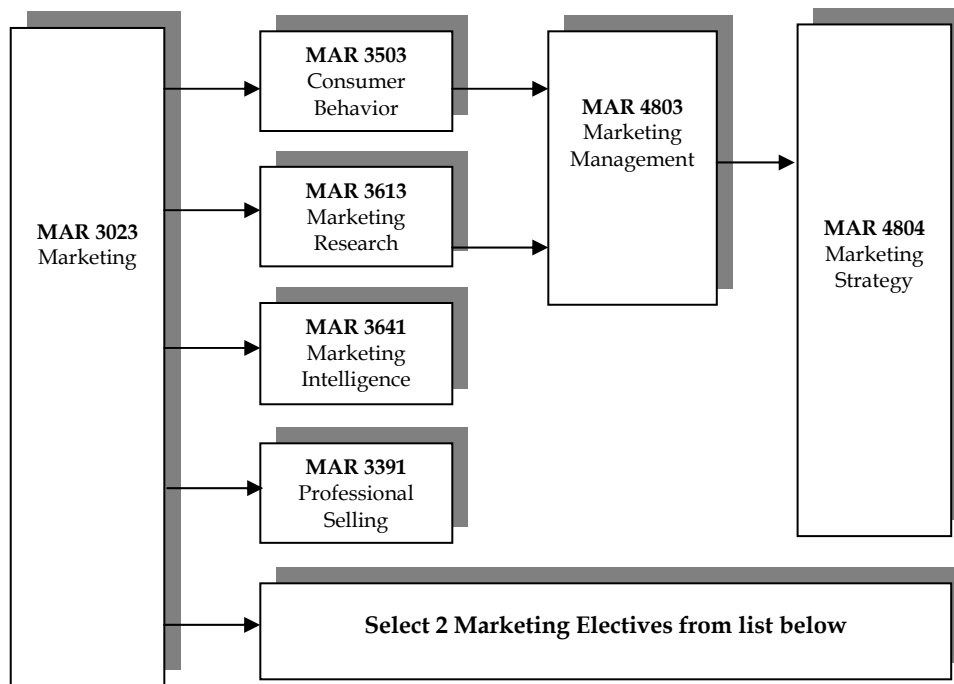
**MAR 4941 Internship in entertainment-related position

* These hours count as the six elective marketing hours required in the major.

** Certificate attainment is subject to the availability of internship opportunities in the area of interest.

Undergraduate Curriculum for the Marketing *MAJOR*

Overview: General Marketing Track



General Marketing Track Electives (Select 2 of the following - Prerequisite for each is MAR 3023 and common program prerequisites and appropriate major or minor):

- MAR 3323 Integrated Marketing Communication
- MAR 3403 Sales Force Management
- MAR 3721 E-Marketing
- *MAR 4156 International Marketing or
- *MAR 4724 Strategic Foundations of Global e-Business
- MAR 4231 Retailing Management
- MAR 4711 Sport Marketing
- MAR 4712 Healthcare Marketing
- MAR 4715 Entertainment Marketing
- MAR 4841 Services Marketing
- MAR 4934 Contemporary Marketing Topics in Florida
- **MAR 4941 Marketing Internship

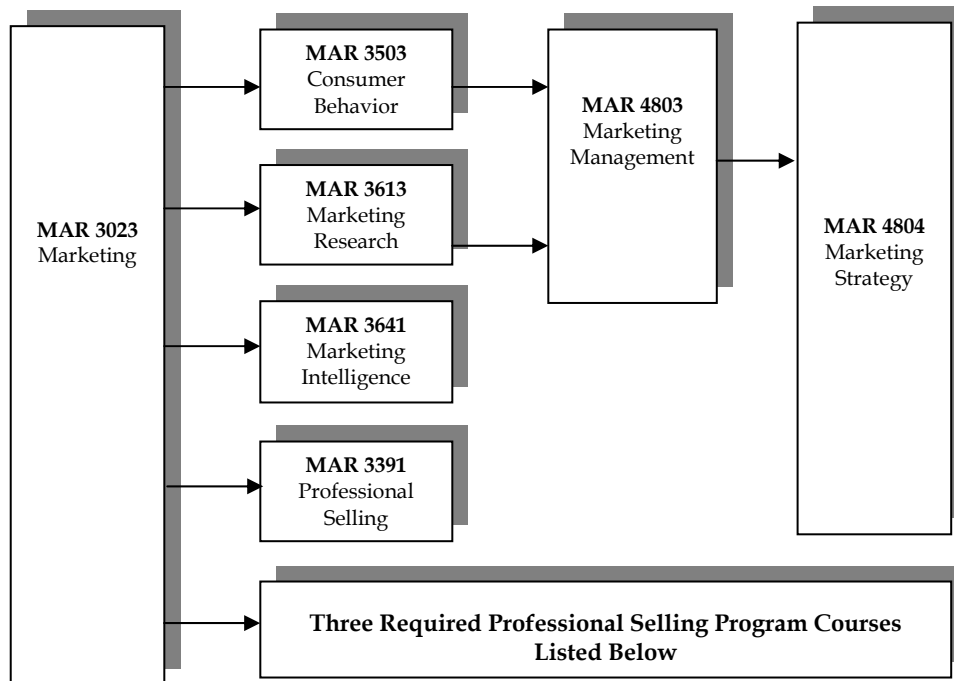
*Either MAR 4156 or MAR 4721 (not both) may be taken as an elective.

**There are additional requirements for internships; contact the department.

** NOTE: You must take ECO 3411 or STA 3032 prior to taking MAR 3613 (Marketing Research). You should complete the prerequisites for MAR 3613 during the term you take MAR 3023. And it is *strongly recommended* by the Department of Marketing that all Marketing Majors take **MAR 3503** (Consumer Behavior) and **MAR 3613** (Marketing Research) during the academic term immediately following **MAR 3023** (Marketing). This will provide the student greater flexibility when scheduling future courses and avoiding potentially unnecessary delays in graduation because of course prerequisite requirements.

Undergraduate Curriculum for the Marketing *MAJOR*

Overview: Professional Selling Program (Track)



Required Professional Sales Track Courses - Prerequisite for each is MAR 3023 and common program prerequisites and marketing major). Department consent is required for admission to the Professional Selling Program and for enrollment in MAR 4415 and MAR4413C:

MAR 3403 Sales Force Management

MAR 4415C Advanced Professional Selling (Offered in Fall only)

MAR 4413C Strategic Issues in Sales (Offered in Spring only)

**** ** NOTE:** You must take ECO 3411 or STA 3032 prior to taking MAR 3613 (Marketing Research). You should complete the prerequisites for MAR 3613 during the term you take MAR 3023. And it is *strongly recommended* by the Department of Marketing that all Marketing Majors take **MAR 3503** (Consumer Behavior) and **MAR 3613** (Marketing Research) during the academic term immediately following **MAR 3023** (Marketing). This will provide the student greater flexibility when scheduling future courses and avoiding potentially unnecessary delays in graduation because of course prerequisite requirements.

Undergraduate Curriculum for the Marketing *MINOR*



Credit Hour Requirements

Required Course: MAR 3023 Marketing
Restricted Marketing Electives

19 Hours
4 Hours
12 - 15 Hours

MAR 3323	Integrated Marketing Communication	MAR 4711	Sport Marketing
MAR 3391	Professional Selling	MAR 4712	Healthcare Marketing
MAR 3403	Sales Force Management	MAR 4715	Entertainment Marketing
MAR 3503	Consumer Behavior	MAR 4803*	Marketing Management
MAR 3613*	Marketing Research	MAR 4804*	Marketing Strategy
MAR 3641	Marketing Intelligence	MAR 4841	Services Marketing
MAR 3721	E-Marketing	MAR 4724**	Strategic Foundations in Global E-Business
MAR 4156	International Marketing	MAR 4934	Contemporary Marketing Topics in Florida
MAR 4231	Retailing Management		

* Requires additional prerequisite(s)

** Either MAR 4156 or MAR 4724 (not both) may be taken.

Restricted Non-Marketing Elective

0 - 3 Hours

Three hours of coursework may be chosen outside of marketing from the list below. However, other courses outside Marketing will also be considered – approval by petition to the department.

ADV 3008, ANT 3640, COM 3011C, COM 3110, COM 3120, COM3311, COM 3332, ENC 3211, ENC 3241, EXP 3304, EXP 3404, HSA 3430, PHI 3803, PPE 3003, PSY 3213C, RTV 3007, SOP 3004, SPC 3301, SPC 4331, SPC 4426, SPC 4540, STA 4102, SYA 3400, MAN 4720.

Other Requirements:

Students earning a minor in Marketing must achieve a grade of “C” (2.0) or higher in each course applied toward the requirements for the minor. MAR 3023 is included in this requirement. Students must have an overall UCF GPA of 2.0 or higher in all courses attempted in the minor.

Only grades of “C” (2.0) or higher transfer into this program. “S” grades from other institutions are not accepted.

At least nine hours used in the minor must be earned at UCF within the department.

No credit by exam (TSD, Military credit) may be used.

A maximum of 6 hours of the required or elective courses listed above can count toward another major or minor degree program.

Internship, Independent Study, or Directed Research credit cannot be used toward the minor.

FOUR-YEAR PLAN OF STUDY for the MARKETING MAJOR

Freshman Year:

Fall	15 hours	Spring	15 hours
ENC 1101 ^a Composition I	3	ENC 1102 ^a Composition II	3
Cult-Hist I ^a	3	Cult-Hist II ^a	3
SPC 1600 Oral Communication	3	Art/Music/Lit	3
Elective ^b	3	MAC 1105 ^a College Algebra	3
Elective ^b	3	CGS 2100C Computers for Business	3

Sophomore Year:

Fall	15 hours	Spring	15 hours
ECO 2023 ^a Microeconomics	3	ECO 2013 ^a Macroeconomics	3
ACG 2021 ^a Financial Accounting	3	ACG 2071 ^a Managerial Accounting	3
Science	3	Science	3
Psy/Soc/Ant	3	Elective ^b	3
Elective ^b	3	Elective ^b	3

- **Must complete 9 hours in a summer semester**
- **Must complete CLAST requirement**
- **Marketing majors must have a "C" or better in each class in the major, including MAR 3023 and a 2.0 GPA in the major**
- **Transfer students must complete a minimum of twelve (12) hours in Marketing at UCF**

Junior Year:

Fall	16 hours	Spring	17 hours
GEB 3031 Cornerstone	4	FIN 3403 Business Finance	4
ECO 3411 ^c Quantitative Tools	4	BUL 3130 Business Law & Ethics	4
GEB 3375 International Business	4	MAR 3503 ^d Consumer Behavior	3
MAR 3023 ^c Marketing	4	MAR 3613 ^d Market Research	3
		MAR 3391 Professional Selling	3

Senior Year:

Fall	17 hours	Spring	13 hours
ISM 3011C Mgmt. Info. Systems	4	MAN 4720 Strategic Management	4
MAR 4803 ^e Marketing Management	3	MAR 4804 Marketing Strategy	3
MAN 3025 Mgmt. of Organizations	4	MAR xxxx Marketing Elective	3
MAR 3641 Marketing Intelligence	3	GE xxxx Non-Business Elective	3
MAR xxxx Marketing Elective	3		

a "C" or better grade required in each class

b General electives as required to reach 120 semester hours to include at least 60 semester hours outside the College of Business Administration. Economics courses in the Common Program, Prerequisites and the Common Body of Knowledge count toward the 60 hours outside Business Administration.

c Prerequisite for MAR3613

d Prerequisite for MAR 4803

e Prerequisite for MAR 4804

MARKETING MAJOR COURSE PROGRESS CHECKLIST

Junior Year

<input type="checkbox"/> Completed	Course Prefix	Course Name	Taken Semester /Year	Grade
<i>Fall</i>				
_____	GEB 3031	Cornerstone	_____	_____
_____	*ECO 3411	Quantitative Tools	_____	_____
_____	MAN 3375	International Business	_____	_____
_____	* MAR 3023	Marketing	_____	_____
<i>Spring</i>				
_____	FIN 3403	Business Finance	_____	_____
_____	BUL 3130	Business Law & Ethics	_____	_____
_____	**MAR 3503	Consumer Behavior	_____	_____
_____	**MAR 3613	Market Research	_____	_____
_____	MAR 3391	Professional Selling	_____	_____

* You need to take MAR 3023 in the Fall semester (or earlier) since it is a prerequisite for all other Marketing courses

* You need to take ECO 3411 in the Fall semester since it (and MAR 3023) are prerequisites for MAR 3613

** You need to take MAR 3503 and MAR 3613 in the Spring semester since both are prerequisites for MAR 4803

Senior Year

<input type="checkbox"/> Completed	Course Prefix	Course Name	Taken Semester /Year	Grade
<i>Fall</i>				
_____	ISM 3011C	Mgmt. Info. Systems	_____	_____
_____	*MAR 4803	Marketing Management	_____	_____
_____	MAN 3025	Mgmt. of Organizations	_____	_____
_____	MAR 3641	Marketing Intelligence	_____	_____
_____	MAR xxxx	Marketing Elective	_____	_____
<i>Spring</i>				
_____	MAN 4720	Strategic Management	_____	_____
_____	MAR 4804	Marketing Strategy	_____	_____
_____	MAR xxxx	Marketing Elective	_____	_____
_____	GE xxxx	Non-Business Elective	_____	_____

* You need to take MAR 4803 in the Fall semester since it is a prerequisite for MAR 4804

Scholarships

GORDON PAUL SCHOLARSHIP - Awarded for achievement and excellence in Marketing	
For:	Declared Marketing majors, junior or senior level
Requires:	Typed application and resume
Criteria:	Academic record, activities, and financial aid
Award:	One per year; amount varies-approximately \$1,000
J.C. ASPLEY SCHOLARSHIPS - Awarded for achievement and excellence in Marketing	
For:	Declared Marketing majors, junior or senior level
Requires:	Typed application and resume
Criteria:	Academic record, activities, and financial need
Award:	Usually 8-10 per year at approximately \$500-\$1,000 each
SMPS SCHOLARSHIP - Awarded for achievement and excellence in Marketing	
For:	Declared Marketing majors who are also SMPS-UCF members
Requires:	SMPS-UCF membership, a typed application and resume
Criteria:	Academic record, activities, and financial need
Award:	One per year; amount varies-approximately \$500-\$1,500
PROFESSIONAL SELLING PROGRAM SCHOLARSHIPS- Awarded for achievement, career interests, and excellence in sales and Marketing	
For:	Declared Marketing majors who have been admitted to the Professional Selling Program
Requires:	Typed application and resume and interview
Criteria:	Academic record, activities, and financial need
Awards:	Five scholarships at \$2,000 sponsored by <i>Edward Jones</i> . Ten scholarships at \$500 (sponsored by <i>ADP, Centex, Coastal, Embarq, Enterprise Rent-A-Car, Henry Schein, Inc., Northwestern Mutual Financial Network, Skillstorm, Inc., Tom James Company, and Wyndham Vacation Ownership, Inc.</i>)
Contact:	Ms. Nicole Howatt, nhowatt@bus.ucf.edu , Phone: 407-823-5578

Applications for Gordon Paul, J.C. Aspley, and SMPS scholarships:

Applications available each September at www.bus.ucf.edu/marketing. Awards are made each Fall semester. Submit applications to:

Department of Marketing Scholarship Committee
 c/o Department of Marketing
 Main Office in BA2-307S

Student Organizations



The **American Advertising Federation**, established in 1967, is comprised of over 50,000 members from ad agencies, print and broadcast media, production houses, creative services, and sales. The UCF student chapter, partnered with the Orlando Advertising Federation, ensures that students have opportunities to explore career paths in this field, network with local professionals, build a portfolio, and participate in local and national advertising competitions. To learn more, e-mail JIMD@KNIGHT-IMAGES.com

Contact: Ms. Joan McCain

Email: jmwrites@aol.com

Nicholson School of Communication

407-823-2852

The Sales Club - The Mission of The Sales Club is to provide a learning environment encompassing all facets of sales to produce confident and ethical sales professionals. This club will facilitate an open forum where students from any college within the University can gather for reasons of educating themselves in a real-world sense, further enhancing their chances for professional success.

Contact: Ms. Nicole Howatt or Ms. Cynthia Gundy

Email: nhowatt@bus.ucf.edu or cgundy@bus.ucf.edu

Office: BA2-307K or BA2-307G

Tel: (407) 823-5578 or 407-823-2677



The Society for Marketing Professional Services (SMPS) is a 29 year-old national organization dedicated to the unique aspects of marketing professional services in such industries as sports, advertising, architecture, public relations, entertainment, financial services, and more. The UCF student chapter is the first in the country to be sponsored by SMPS and has already proven successful in providing its members with numerous internship and networking opportunities. SMPS-UCF is dedicated to helping students become more marketable to top service organizations. To learn more, visit www.bus.ucf.edu/smps.

Contact: Ms. Cyndi Gundy

Email: cgundy@bus.ucf.edu

Office: BA2-307G

Tel: (407) 823-2677

The Marketing Internship

What is an internship?

An internship enables students to work part-time for an academic term (fall, spring, or summer) in a job related to their marketing career interest. In addition to the professional experience gained, students also receive 3 hours of course credit toward their degree. In many instances, marketing internships are paid positions.

Who should do an internship?

All students should do an internship before graduating. An internship is a crucial part of the educational experience for two reasons. First, it enables a student to “test drive” a marketing career. For one semester, the student gets to see what it is like to work in a specific area of marketing. Second, it is imperative that students do all they can to build a strong skill set that will set them apart from the competition during the job hunting process. Employers look for the magic combination of a college degree and experience. The internship allows students to gain some professional experience.

Who is eligible for a Marketing Internship?

- Junior or Senior standing
- Undergraduate Marketing majors who have taken MAR 3023 (achieved a grade of B or higher) and have an overall GPA of 2.8
- MBA student with an overall GPA of 2.8

*Note: Students *may* complete an internship during their graduating semester; however, it is subject to the terms of the internship agreement

What does an intern do?

Interns complete 300 hours of service for the employer over the course of the semester. To enhance the internship experience, we ask employers to offer the student meaningful, marketing-related tasks and keep administrative duties to 20% or less. After a semester of hard work and dedication in the real world of marketing, the student receives a letter grade that reflects his or her level of performance.

What kinds of companies hire UCF Marketing Interns?

The Marketing Department is fortunate to have a wide variety of organizations interested in its students as interns. Many different industries are represented in this ever-changing pool of employers, such as sports organizations, local TV stations, theme parks, market research firms, advertising agencies, government agencies, restaurants, law firms, hospitals, and many local small businesses.

How do students apply?

It's simple! Interested students can retrieve an internship application from the Internship Office (BA2 307J) located in the Department of Marketing or from our website, ww.bus.ucf.edu/marketing/internships. The completed application is then returned with a current resume and degree audit. We do the rest!

Student resumes are faxed to employers who are searching for interns. Employers contact those students whom they wish to interview. Each student notifies the Internship Office once a

position has been secured and the Internship Coordinator registers that student for the course. Marketing internships are offered during the spring, summer and fall semesters.

Contact: Ms. Stefanie Mayfield-Garcia

Tel: (407) 823-1412

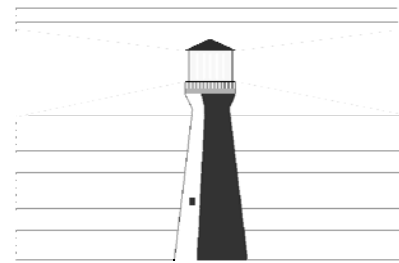
Email: sgarcia@bus.ucf.edu

Office: BA2 307N

Marketing Careers

Marketing Career Tracks-Where Opportunity Begins!

Advertising
Brand Management
Internet Marketing
Marketing Research
Non-Profit Marketing
Professional Selling
Promotions
Public Relations
Purchasing
Retailing (merchandising, operations/store management)
Transportation and Logistics



Job Outlook

The market looks strong for those students considering a career in marketing. The combination of the increasingly competitive global market and the exploding on-line marketplace opens many doors for marketing students.

The Right Stuff...

Marketers must be customer-centered and have a keen understanding of how those relationships impact the success of the organization. They must also have strong oral and written communication skills and the ability to function in a high-spirited team setting. A marketing career also requires sharp analytic/problem solving skills and a solid foundation in basic computer technologies. Successful marketers are intuitive, creative and have the ability to adapt to ever-changing environments.

Contact Information

Marketing Main Office(407) 823-2108
Business Administration 2-Room 307S
Ms. Renee Skivers or Ms. Susan Wiesen

Office of the Dean(407) 823-2181
Business Administration 1 – Suite 230

Office of Undergraduate Student Services.....(407) 823-2184
Business Administration 2-Room 101
Ms. Catherine Edwards, Marketing Advisor

Marketing Internship Coordinator
Ms. Stefanie Mayfield-Garcia.....(407) 823-1412
Email: sgarcia@bus.ucf.edu
Business Administration 2-Room 307N

Internship Assistant: Mr. Derek Cowan.(407) 823-1438
Email: marketinginternships@bus.ucf.edu
Business Administration 2-Room 307J

Professional Selling Program Coordinator
Ms. Nicole Howatt.....(407) 823-5578
Email: nhowatt@bus.ucf.edu
Business Administration 2-Room 307K

Ph.D. Program Coordinator: Dr. Ronald E. Michaels... (407) 823-2941
Email: rmichaels@bus.ucf.edu
Business Administration 2-Room 309B

Graduate Programs Office.....(407) 823-2385
Business Administration 1- Suite 240

Career Resource Center(407) 823-2328
Business Administration 2-Room 222