

Undergraduate Curriculum for the Marketing MINOR

Overview



Credit Hour Requirements

19 Hours

Required Course: MAR 3023 Marketing

4 Hours

Restricted Marketing Electives

12 - 15 Hours

MAR 3323	Integrated Marketing Communication	MAR 4231	Retailing Management
MAR 3391	Professional Selling	MAR 4711	Sport Marketing
MAR 3403	Sales Force Management	MAR 4712	Healthcare Marketing
MAR 3503	Customer Behavior	MAR 4715	Entertainment Marketing
*MAR 3613	Market Research	**MAR 4724	Strategic Foundations in Global e-Business
MAR 3641	Marketing Intelligence	*MAR 4803	Marketing Management
*MAR 3880	e-Marketing	*MAR 4804	Marketing Strategy
**MAR 4156	International Marketing	MAR 4841	Services Marketing

* 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 3000, ANT 3640, COM 3011C, COM 3301, COM 3311, COM 3120, COM3110, ENC 3211, EXP 3404, HSA 3122, PHI 3803, PPE 3003, PSY 3214C, RTV 3000, SOP 3004, SPC 3301, SPC 4331, SPC 4350, SPC 4426, STA 4102, SYA 3300, MAN 4720.

Other Requirements:

1. A minimum GPA of 2.0 is required in all courses used to satisfy the minor (MAR3023 is included in this requirement). Students must have an overall UCF GPA of 2.0 or higher.
2. Grades below "C" (2.0) or "S" grades from other institutions are not accepted.
3. At least nine hours used in the minor must be earned at UCF within the department.
4. No credit by exam (TSD, Military credit) may be used.
5. Internship, Independent Study, or Directed Research credit cannot be used toward the minor.
6. A maximum of 6 hours of the above listed required or elective courses can count toward another major or minor degree program.