



Alignment of Degree Programs

CIP Code & Title: 52.1401 Marketing/Marketing Management, General

Level: Bachelor's

Area of Strategic Emphasis: None

PROGRAM DESCRIPTION:

Marketing is a dynamic field with many dimensions, including product selection and planning, product distribution, pricing and promotion. Marketing poses many challenges and yields generous rewards for those who meet these challenges. Marketing operations are carried out domestically and internationally in all business organizations that offer a good or service. Many marketing concepts are applicable to the operations of non-profit organizations such as governmental, educational, and healthcare institutions, as well as charitable and political campaigns. Marketing operations provide the most visible links between the firm or institution and its many publics. Marketing deals with people who are constantly changing in their needs, wants, and desires; and coupled with these changing tastes is a fiercely competitive environment sustained by all the resources of a rapidly evolving technology. These forces lead to much of the challenge and dynamic nature of marketing.

The Marketing program prepares students for initial entry and management positions in many areas of marketing with a curriculum that is concerned with:

- Understanding how to attract and retain customers;
- Having the ability to find and analyze information;
- Being able to design, collect, and analyze marketing information to be used in managerial decision making;
- Using digital and traditional media to reach customers;
- Having personal communication skills that businesses demand;
- Being capable of writing an actionable marketing plan;
- Understanding and being able to apply the latest marketing concepts, including marketing automation.

Within the 120-semester-hour program, students must complete a minimum of 21 hours in Marketing beyond **MAR 3023** Basic Marketing. Students choose to enroll as either:

- a Marketing major or
- a Marketing major with a concentration in Digital Marketing or
- a Marketing major with a concentration in Entrepreneurship or
- a Marketing major with a concentration in Sales or
- a Marketing major with a concentration in Sport and Entertainment Management

CURRICULUM:

A. Student Learning Outcomes:

Goal 1: Discipline Specific Knowledge and Skills

- 1a. Students will apply marketing concepts and skills including marketing mix factors, relationship marketing, market segmentation and targeting, and competitor analysis.
- 1b. Students will demonstrate the ability to analyze and use information about customers, competitors, and the environment in decision making.

Goal 2: Communication Skills

- 3a. Students will demonstrate the ability to develop organized, effective written analyses that demonstrate the integration of marketing concepts.
- 3b. Students will demonstrate the ability to prepare and deliver an effective oral presentation.

Goal 3: Critical Thinking Skills

- 2a. Students will demonstrate the ability to analyze and organize market data, draw and support conclusions, and make appropriate recommendations.

B. Admission Standards for the Program:

B1. Limited Access:

Students who transfer to the USF Muma College of Business must meet the following admission guidelines below:

1. Minimum of 60 semester hours of college credit earned.
2. Minimum cumulative grade point average of 2.50 on all college-level work and a minimum of 2.00 on all credit attempted at USF, including any prior to renewal.
3. Completion of all state mandated prerequisite courses with a grade of C- or better in each course and an overall 2.00 GPA in all seven (7) courses. The courses are:
 - a. Financial Accounting: ACG X021/ACG X022 (or ACG X001 & ACG X011)*
 - b. Managerial Accounting: ACG X071 (or ACG X301)*
 - c. Computers in Business: CGS X100 (or acceptable substitute)
 - d. Principles of Macroeconomics: ECO X013
 - e. Principles of Microeconomics: ECO X023
 - f. Elementary Calculus: MAC X233 or MAC 2230
 - g. Statistics: QMB X100 or STA X023 or STA X122

*Accounting majors must earn a C not C- in ACG 2021 & ACG 2071.

B2. University Admissions:

Admission to the University is based on the University's Undergraduate Admission Requirements that may be found by clicking on the following urls:

- **Freshman:** <https://www.usf.edu/admissions/freshmen/admission-information/requirements-deadlines.aspx>
- **Transfer:** <https://www.usf.edu/admissions/transfer/admission-information/index.aspx>
- **International:** <https://www.usf.edu/admissions/international/admission-information/index.aspx>

C. Graduation Requirements for the Program:

Satisfactory completion of the following requirements:

- General Education Program (36 credit hours), including State Core General Education Requirements;
- State Computation (6 credit hours);
- State Communication (6 credit hours, in addition to ENC 1101 and ENC 1102);
- Minimum of 120 unduplicated credit hours;
- A minimum adjusted grade point average (GPA) of 2.0 on all coursework taken at USF and an overall 2.0 GPA average on all college-level coursework;
- Major and college requirements in a chosen degree program;
- Nine credit hours of coursework taken during the summer term(s) (if entered USF with less than 60 credit hours);
- Registration and successful completion of at least thirty (30) of the last sixty (60) credit hours;
- 42 credit hours of upper-level coursework;
- Civics Literacy;
- Foreign language admissions coursework.

D. CURRICULAR FRAMEWORK:

D1. State Mandated Common Prerequisites:

State Mandated Common Prerequisite	Credits	USF Course	Credits
Financial Accounting: ACG X021 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)*	3	ACG 2021 Principles of Financial Accounting (3)	3
Managerial Accounting: ACG X071 Managerial Accounting or ACG X301*	3	ACG 2071 Principles of Managerial Accounting (3)	3
Computers in Business: CGS X100 Computers in Business or CGS X100C or CGS X530 or CGS X570 or CGS X060 or CGS X531 or CGS X000 or ISM X000 or CGS X518	3-4	CGS 2100 Computers in Business (3)	3
Principles of Macroeconomics: ECO X013 Principles of Macroeconomics	3	ECO 2013 Economic Principles (Macroeconomics) (3)	3
Principles of Microeconomics: ECO X023 Principles of Microeconomics	3	ECO 2023 Economic Principles (Microeconomics) (3)	3
Elementary Calculus: MAC X233 Elementary Calculus or MAC X230	3-4	MAC 2233 Business Calculus (3)	3
Statistics I: STA X023 Introductory Statistics or QMB X100 or STA X122	3	QMB 2100 Business and Economic Statistics I (3)	3
Total Credit Hours	21-23	Total Credit Hours	21

*Accounting majors must earn a C not C- in ACG 2021 & ACG 2071.

D2. Required Courses: (42 credit hours)

D2a. Supporting Required Courses: 3 courses; 9 credit hours

A minimum grade of C- in each Supporting course is required.

- SPC 2608 Public Speaking (3) or COM 3110 Communications for Business and Professions (3)
- ENC 3250 Professional Writing (3) or ENC 3310 Expository Writing (3)
- Contemporary International Topics Course (3)

D2b. Business Foundation Courses (required of ALL Business majors): 9 courses; 27 credit hours

A minimum grade of C- in each Foundation course with an overall 2.0 GPA is required, except MAR 3023 Basic Marketing, where a grade of C (not C-) is required.

- BUL 3320 Law and Business I (3)
- FIN 3403 Principles of Finance (3)
- GEB 3033 Business Workplace Skills and Best Practices (3)
- ISM 3011 Information Systems in Organizations (3)
- QMB 3200 Business and Economic Statistics II (3)
- MAN 3025 Principles of Management (3)
- MAN 4504 Operations Management: A Systems Approach (3)
- MAR 3023 Basic Marketing (3) *
- GEB 4890 Strategic Management and Decision Making (3)

D2c. Major Core Courses: 3 courses; 9 credit hours

- MAR 3613 Marketing Research (3)
- MAR 3721 Digital Marketing (3)
- MAR 4824 Marketing Management Problems (3)

D3. Major (Restricted) Electives: (12 credit hours)

Students complete a Marketing program of study or complete one of four (4) concentrations: Digital Marketing; Entrepreneurship; Sales; Sport and Entertainment Management.

D3a. General Marketing Major Electives: 2 required and 2 major elective courses; 12 credit hours

Required (2 courses; 6 credit hours)

- MAR 3400 Professional Selling (3)
- MAR 4333 Promotion Management (3)

Electives (2 courses; 6 credit hours)

Select a minimum of two of the following courses:

- MAR 4156 International Marketing (3)
- MAR 4231 Retailing Management (3)
- MAR 4503 Buyer Behavior (3)
- MAR 4712 Healthcare Marketing (3)
- MAR 4841 Services Marketing (3)
- MAR 4940 Marketing Internship (3)
- MAR 4XXXX Any Upper-Level MAR Course (3)

D3b. Digital Marketing Concentration: 3 required and 1 major elective; 12 credit hours

Concentration Core (3 courses; 9 credit hours)

- MAR 4333 Promotion Management (3)
- MAR 4503 Buyer Behavior (3)

- SPB 4717 Social Media in Sport Marketing (3)

Elective (1 course; 3 credit hours)

Select a minimum of one of the following courses:

- MAR 3400 Professional Selling (3)
- MAR 4940 Marketing Internship (3)

D3c. Entrepreneurship Concentration: 3 required and 1 restricted elective; 12 credit hours:

Concentration Core (3 courses; 9 credit hours)

- ENT 3613 Creativity and Innovation in Entrepreneurial Firms (3)
- ENT 4014 New Venture Formation (3)
- MAR 3400 Professional Selling (3)

Elective (1 course; 3 credit hours)

Select a minimum of one of the following courses:

- ENT 4024 Small Business Management - Entrepreneurship (3)
- MAR 4503 Buyer Behavior (3)
- MAR 4940 Marketing Internship (3)

D3d. Sales Concentration: Three (3) required and one (1) restricted elective; 12 credit hours:

Concentration Core (3 courses; 9 credit hours)

- MAR 3400 Professional Selling (3)
- MAR 4403 Sales Management (3)
- MAR 4415 Advanced Professional Selling (3)

Elective (1 course; 3 credit hours)

Select a minimum of one of the following courses:

- MAR 4333 Promotion Management (3)
- MAR 4940 Marketing Internship (3)

D3e. Sport and Entertainment Management Concentration: Three (3) required and one (1) restricted elective; 12 credit hours:

Concentration Core (3 courses; 9 credit hours)

- SPB 4712 Sport Marketing (3)
- SPB 4717 Social Media in Sport Marketing (3)
- MAR 4503 Buyer Behavior (3)

Elective (1 course; 3 credit hours)

Select a minimum of one of the following courses:

- MAR 4940 Marketing Internship (3)
- MAR 3400 Professional Selling (3)

D4. Sequenced Course of Study:

- An explanation mark (!) is indicated for any course and/or placeholder that must be taken in sequence and/or in the semester listed.
- Course Type refers to how the course is utilized in the degree program, e.g., Supporting, Major Core, Business Foundation, etc. It also includes “placeholder” information such as: Civics Literacy Test, Apply for Graduation.
- General Education Course Type refers to the General Education core area the course meets.

D4a. 8-Semester Plan for FTIC Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	ENC 1101		No	Yes	State Core General Education Communication	3
!	MAC 2233		Yes	Yes	State Core General Education Mathematics	3
!	CGS 2100		Yes	Yes	Enhanced General Education Information and Digital Literacy	3
	SPC 2608 or COM 3110	Supporting	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
		Civics Literacy Exam				0
Total Semester Credit Hours:						15

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	ENC 1102		No	Yes	Enhanced General Education ENC 1102	3
!	ECO 2013		Yes	Yes	State Core General Education Social Sciences	3
	XXX XXXX		No	Yes	State Core General Education Natural Sciences	3
	XXX XXXX		No	Yes	State Core General Education Humanities	3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Fall 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	ACG 2021		Yes	No		3
!	ECO 2023		Yes	Yes	Enhanced General Education Creative Thinking	3
	XXX XXXX	Non-Business Elective	No	No		3

	XXX XXXX	Non-Business Elective	No	No		3
	General Elective	General/Unrestricted Elective	No	No		3
Total Semester Credit Hours:						15

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	ACG 2071		Yes	No		3
!	QMB 2100		Yes	Yes	State Computation	3
!	MAR 3023	Business Foundation	No	No		3
	GEB 3033	Business Foundation	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Summer 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	MAR 3721	Major Core	No	No		3
	QMB 3200	Business Foundation	No	No		3
Total Term Credit Hours:						6

Fall 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	MAR 3613	Major Core	No	No		3
!	XXX XXXX	Major Elective/ Concentration	No	No		3
	ISM 3011	Business Foundation	No	No		3
	ENC 3250 or ENC 3310	Supporting Course	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Spring 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	XXX XXXX	Major Elective/ Concentration	No	No		3
!	XXX XXXX	Major Elective/ Concentration	No	No		3
	FIN 3403	Business Foundation	No	No		3
	MAN 3025	Business Foundation	No	No		3
Total Semester Credit Hours:						12

Summer 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
	MAN 4504	Business Foundation	No	No		3
Total Term Credit Hours:						3

Fall 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	XXX XXXX	Major Elective/ Concentration	No	No		3
	XXX XXXX		No	Yes	Enhanced General Education High Impact Practice (Recommended: MAR 4940)	3
	BUL 3320	Business Foundation	No	Yes	Enhanced General Education Human and Cultural Diversity	3
	XXX XXXX	Non-Business Elective	No	No		3
		Apply for Graduation				
Total Semester Credit Hours:						12

Spring 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total Credit Hours
!	MAR 4824	Major Core	No	No		3
!	GEB 4890	Business Foundation	No	No		3

XXX XXXX		No	Yes	Enhanced General Education Ethical Reasoning and Civic Engagement	3
XXX XXXX	Contemporary International Topics	No	No		3
Total Semester Credit Hours:					12

Total Degree Program Credit Hours:	120
---	-----

D4b. 4-Semester Plan for FCS AA Transfer Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total Credit Hours
!	MAR 3023	Business Foundation	No	No		3
	QMB 3200	Business Foundation	No	No		3
!	GEB 3033	Business Foundation	No	No		3
	MAN 3025	Business Foundation	No	No		3
	BUL 3320	Business Foundation	No	No		3
Total Semester Credit Hours:						15

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total Credit Hours
!	MAR 3721	Major Core	No	No		3
!	MAR 3613	Major Core	No	No		3
	ENC 3250 or ENC 3310	Supporting	No	No		3
	ISM 3011	Business Foundation	No	No		3
	XXX XXXX	Contemporary International Topics	No	No		3
Total Semester Credit Hours:						15

Summer 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total Credit Hours
	FIN 3403	Business Foundation	No	No		3
	XXX XXXX	Major Elective/	No	No		3

	Concentration			
Total Term Credit Hours:				6

Fall 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total Credit Hours
	MAN 4504	Business Foundation	No	No		3
!	XXX XXXX	Major Elective/ Concentration	No	No		3
!	XXX XXXX	Major Elective/ Concentration	No	No		3
	SPC 2608 or COM 3110	Supporting	No	No		3
		Apply for Graduation				
Total Semester Credit Hours:						12

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total Credit Hours
!	MAR 4824	Major Core	No	No		3
!	GEB 4890	Business Foundation	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
!	XXX XXXX	Major Elective/ Concentration	No	No		3
Total Semester Credit Hours:						12
Total Credit Hours:						60

ADDITIONAL REQUIREMENTS:

- Students must earn a 2.0 GPA on all major coursework at USF and have an overall 2.0 major GPA, including any applicable transfer work.
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- Within the 120-semester-hour program, students must complete a minimum of 21 hours of upper-level Marketing coursework with a grade of C- in all courses, except MAR 3023 Basic Marketing, in which a minimum grade of C must be earned. Marketing courses taken by Marketing majors on an S/U basis will not be counted toward the 120-hour graduation requirement.
- All students entering USF for the first time in Fall 2017 or later, who subsequently earn three (3) D and/or F grades in any or any combination of the following courses at USF will be required to

change their major to a major more appropriate to their goals and academic performance and to a major not conferred by the Muma College of Business. The courses are: ACG 2021, ACG 2071, CGS 2100, ECO 2013, ECO 2023, MAC 2233 (or equivalent), and QMB 2100 (or equivalent).

- Major residency: Students must complete 15 hours of upper-level Marketing requirements in residency at USF.
- College residency: Muma College of Business residency requirements for graduation exceed the minimum requirements established for USF. Students are required to complete satisfactorily at USF a minimum of 50 percent (30-33 credit hours depending on major) of required Business courses, including 12-18 credit hours in the major field. Normally, independent study and independent research courses do not fulfill this requirement.

NOTES:

- No changes in the State Mandated Common Prerequisite courses.
- Post consolidation, only the B.S. will be offered. Pre-consolidation, the only difference between the B.S. and B.A. degrees was the Foreign Language Exit Requirement.
 - Students currently enrolled or accepted in the B.A. programs prior to Summer 2020 will have an opportunity to complete the B.A. program.
- The undergraduate Marketing programs were Limited Access on each campus.
- Do not anticipate any significant increase in enrollment and the student to faculty ratio post-consolidation is expected to be stable.
- Post consolidation, the Supply Chain Management concentration will be discontinued, pending addition of the undergraduate new degree to the SUS' Academic Program Inventory.