

Bachelor of Business Administration in Marketing

Major in Marketing — Major Requirements – 7 units

Code	Title	Units
General Education Requirements		
School of Business General Education Requirements		9
School of Business Foundation Requirements		8
Required Courses		
MKTG 316	Consumer Dynamics	1
MKTG 318	Marketing Research	1
MKTG 441	Digital Marketing	1
MKTG 450	Marketing Strategy	1
Elective Courses in the Major		
Select three units from the following:		3
MKTG 330V	Marketing for Social Issues	
MKTG 390	Special Topics in Marketing ¹	
MKTG 417	Marketing in the Supply Chain	
MKTG 418	Marketing Analytics	
MKTG 420B	Global Marketing: Business Without Borders	
MKTG 425	Services Marketing	
MKTG 436	Sport Properties and Sponsorship	
MKTG 440	Integrated Marketing Communications	
MKTG 485	Independent Study	
MKTG 490	Special Topics in Marketing	
General Electives ²		8
Total Units		32

¹ MKTG 390 is a repeatable course, as long as course topics are unique.

² In or outside School of Business.

Other Requirements

For Marketing majors, a grade of C- or better is required in MKTG 315. MKTG 315 is a prerequisite for all 300- and 400-level MKTG courses.

General Education Requirements

All students in the School of Business must meet the following General Education requirements in addition to specific requirements within the major area of study. Furthermore, School of Business majors have a common set of Business Foundation courses which must be met. The specific additional requirements of the individual majors are found in the following sections.

Each student must complete at least four writing or writing enhanced (WE) courses to complete the University Writing Requirement.

At least two of these courses must be from General Education. Based upon Admissions application information, students may be placed in ENGL 100; ENGL 100 will count toward the Writing

requirement if completed with a minimum grade of C. A single course may not be used to meet more than one of the General Education requirements, but a single course may count toward a General Education requirement and the student's major or minor requirements, as well as count as a Writing Enhanced course in the Writing requirement.

Code	Title	Units
Foundations		
Writing Requirement		
FSEM 100	First Year Seminar	1
Junior Seminar		1
Quantitative Reasoning ¹		1
Select one unit from the following:		
MATH 117Q	Quantitative Analysis for Business	
MATH 131Q	Calculus I with Review Part 2	
MATH 141Q	Calculus I with Analytic Geometry	
Knowledge of Human Cultures and the Natural World		
Select one unit from:		1
Creative Arts (any A course, or 4- MUSC, MUSA or MUSE credit courses)		
Modern Language (at 102 level or above)		
ECON 104S	Foundations of Economics I	1
Select two units from among the following categories:		2
Creative Arts (any A course (includes A, or MUSC, MUSA or MUSE credit courses)) ¹		
Culture and Belief (any B course)		
Individuals, Societies, and Social Systems (any S course)		
Historical Inquiry (any H course)		
Physical and Natural World (any P course)		
Modern Language (any level)		
Quantitative Reasoning (any Q course)		
International Requirement		
Select one unit from the following		1
INTL 201B	International Business and Culture	
MKTG 420B	Global Marketing: Business Without Borders	
ECON 201H	Foundations of Globalization	
HIST 376S	Global Migration and Diasporas	
INSU 201H	Foundations of Globalization	
WLGC 301B	Approaches to World Cultural Studies	
Personal and Social Responsibility		
SOBA 209V	Introduction to Business Ethics	1
Total Units		9

¹ The Quantitative Reasoning requirement may be satisfied with MATH 117Q, MATH 131Q, or MATH 141Q. MATH 131Q or MATH 141Q will require completion of an online placement exam (<https://catalog.stetson.edu/undergraduate/student-policy/records-grades-registration/placement-proficiency/>).

Foundation Requirements

Code	Title	Units
Common Body of Knowledge		
SOBA 200	Professional Communications	1

ACCT 201	Fundamentals of Accounting	1
BSAN 250	Business Systems & Analytics	1
MGMT 305	Management and Leadership	1
MKTG 315	The Marketplace and Consumers	1
FINA 311	Financial Management	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
Professionalism		
Select one from the following:		0 to 1
JJ Master Professionalism Certificate		
SALS 230	Professional Selling and Communication	
Department Professional Colloquium		
Total Units		8-9

2. Demonstrate rigor. It must entail a noteworthy interaction with college-level academic thought.
3. Promote reflection. It must involve personal application by the student of classroom material.

Many courses and co-curricular activities are pre-approved as satisfying the experiential learning requirement. Students may also petition for special approval of additional activities.

Co-Curricular/Cultural Attendance Requirements

In addition to all academic requirements, students are required, for graduation, to complete 24 events. The Dean's Office provides a list of approved events each semester. Students may also view the list of co-curricular events under Calendar of Events at <https://www.stetson.edu/other/calendar/>.

Excel Certificate Requirements

All students in the School of Business Administration are required to demonstrate technical proficiency in Microsoft Excel. Students may demonstrate proficiency in this area by completing a self-guided course and passing an approved certificate examination or enrolling in BSAN 111 (<https://catalog.stetson.edu/search/?P=BSAN%20101>) and passing the course certificate examination. Examinations are scheduled periodically throughout the academic year and allow the opportunity to earn a digital badge or credential in Microsoft Excel.

Professionalism Requirement

All students in the School of Business Administration will have the opportunity to prepare for their future careers by satisfying the Professionalism Requirement in one of the following ways. A student may complete the J.J. Master Professionalism Certificate Program (<https://www.stetson.edu/business/jj-master/>), participate in a Department Colloquia or by taking SALS 230.

Experiential Learning

Experiential learning is the process of developing knowledge and skill from direct active experiences beyond a traditional classroom. Through experiential learning activities, students reflect on how the tools and techniques taught in an academic setting transfer to a real world setting and bring this understanding back to the classroom through concrete examples and meaningful conversations. Experiential learning typically involves a significant activity which offers students a chance to reflect on their curricular learning, gain an overall understanding of their future work environment and create the foundation for success after graduation. Experiential learning activities offer students rich opportunities to understand the implications and experience the consequences of their decisions, deepen their understanding of the curricular content as well as understand the role of personal values in their decision making. All undergraduate students majoring in business must **complete two significant experiential learning activities** as a requirement for graduation.

For an activity to satisfy the experiential learning requirement, it must:

1. Have scope. It must represent a significant investment of time and effort on the part of the student.