

Bachelor of Business Administration in Marketing

Code	Title	Units
General Education Requirements		
School of Business General Education Requirements		9
School of Business Foundation Requirements		10
Required Courses		
MKTG 307	Marketing Management	1
MKTG 316	Consumer Dynamics	1
MKTG 318	Marketing Research	1
MKTG 450	Marketing Strategy	1
Elective Courses in the Major		
Select three units from the following:		3
MKTG 417	Marketing in the Supply Chain	
MKTG 418	Marketing Analytics	
MKTG 420	Global Marketing: Business Without Borders	
MKTG 330V	Social Marketing for Social Change	
MKTG 436	Sport Properties and Sponsorship	
MKTG 440	Integrated Marketing Communications	
MKTG 441	Digital Marketing	
MKTG 390	Special Topics in Marketing	
MKTG 490	Special Topics in Marketing	
General Electives ²		6
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.

Code	Title	Units
Foundations		
Writing Requirement		
FSEM 100	First Year Seminar	1
Junior Seminar		1
Quantitative Reasoning		1
Select one unit from the following:		
MATH 122Q	Calculus for Business Decisions	
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) ¹		

Modern Language (at 102 level or above - any L course)		
ECON 103S	Essentials of Economics I	1
Select three units from among the following categories:		3
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		
Personal and Social Responsibility		
SOBA 209V	Introduction to Business Ethics	1
Total Units		9

¹ Course(s) must equal one unit.

Foundation Requirements

Code	Title	Units
Common Body of Knowledge		
ECON 103S	Essentials of Economics I	1
SOBA 205	Professional Communications	1
SOBA 209V	Introduction to Business Ethics	1
ACCT 201	Fundamentals of Accounting	1
SOBA 201	Fundamentals of Financial Analysis	1
SOBA 202	Fundamentals of Organizations and Markets	1
SOBA 203	Fundamentals of Marketing and Technology	1
INTL 201	International Business and Culture (or equivalent) ¹	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
Total Units		10

¹ The International Business and Culture requirement may be satisfied with INTL 201 or any other approved internationally-focused business course.

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.
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.

Students who entered the University prior to the Fall 2017 semester will be exempt from the Experiential Learning Requirement.

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 www.stetson.edu (<http://www.stetson.edu>).