

Undergraduate Major Map

Catalog Year 2017
College / School Business Administration
Major Marketing - BBA
Track / Concentration
Career Path Two Year Transfer

Fall Term 2017

Term Hours: 15
Cum GPA: 2

The College of Business majors are limited access programs: incoming transfer students must have a minimum cumulative GPA of 2.5 and have taken the courses listed at the end of this document (earning a grade of C or better). Students close to meeting these requirements will be considered, as applications are reviewed prior to admission to the College of Business.

MAR3023 course may be used to satisfy the Global Learning requirement. See endnotes

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business Core Requirements	QMB 3200	App Qnt Mth-Bu	3		
Business Core Requirements	COM 3150	Adv Comm for Business	3		Pre-req: SPC2608; min. 60 credit hours earned
Business Core Requirements	MAR 3023	Introduction to Marketing	3	C	May be used to satisfy the UCC Global Learning (GL) requirement
Marketing Core	MAR 4503	Consumer Behavior	3		Min. 60 credit hours earned
Business Core Requirements	MAN 3025	Organization & Mgmt	3		

Spring Term 2018

Term Hours: 15
Cum GPA: 2

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business Core Requirements	BUL 4310	Legal Environ Bus	3		
Business Core Requirements	ISM 3011	Intro to Info Syst Mgt	3		
Marketing Core	MAR 4400	Personal Selling	3	C	
Marketing Core	MAR 4613	Marketing Research I	3	C	
Marketing Electives			3		Refer to your PDA to view course list

Summer Term 2018

Use this Semester to catch up on coursework if necessary.

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Fall Term 2018					Term Hours: 15
					Cum GPA: 2
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business Core Requirements	FIN 3403	Financial Management	3		
Business Core Requirements	MAN 4504	Operations Mgmt	3		Pre-req: QMB3200
Marketing Core	MAR 4354	Marketing Yourself	3		
Marketing Core	MAR 4804	Marketing Strategy	3		Pre-req: MAR4503 and MAR 4613 with a "C" or better
Marketing Electives			3		Refer to your PDA to view course list

Spring Term 2019					Term Hours: 15
MAN4720 may be used to satisfy the Global Learning requirement. See endnotes					Cum GPA: 2
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business Core Requirements	MAN 4720	Strategic Management	3		Senior Standing: 90 credits earned. Pre-req: MAN3025, MAR3023, COM3150, FIN3403, BUL4310, QMB3200, MAN4504. May be use to satisfy the UCC Global Learning (GL) requirement
Business 3000-4000 Level Electives			3		3000/4000 level courses with the following prefixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA
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Summer Term 2019
Use this Semester to catch up on coursework if necessary.

General Requirements

Courses needed to transfer into the major:

FIU Course(s)-----Equivalent Course(s)

ECO 2013-----ECO X013

ECO 2023-----ECO X023

MAC 2233-----MAC X233 or MAC X230

STA 2023-----STA X023 or STA X122 or QMB X100

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CGS 2100 or CGS 2060--CGS X100 or CGS X100C or
-----CGS X530 or CGS X570 or
-----CGS X060 or CGS X531 or
-----CGS X000 or ISM X000
AGC 2021-----ACG X021 or ACG X022 or
-----ACG X001 and ACG X011
ACG 3301-----ACG X071 or ACG X301

Critical Indicator is the minimum grade indicated in specific courses to demonstrate proficiency and progress in major. Earning less than the minimum grade is a trigger for a conversation with advisor.

GENERAL UNIVERSITY REQUIREMENTS

Transfer students are assumed to have completed an Associates of Arts Degree from a Florida Public Institution or satisfied completed 60 credits and the University Core Curriculum Requirements.

In addition, the following courses are required of incoming transfer students:

Global Learning Requirement for Transfers: Transfers entering FIU Fall 2011 or later are required to take two Global Learning courses.

Those who meet University Core Curriculum Requirements prior to entering FIU

-Two Global Learning Discipline Specific Courses (One of the two may be a Global Learning Foundation Course chosen in consultation with your advisor)

Those who do not meet University Core Curriculum Requirements prior to entering FIU

-One Global Learning Foundation Course (from the University Core Curriculum)

-One Global Learning Discipline Specific Course

Transfer courses may not be used to meet the FIU Global Learning Requirement. For a list of Global learning courses: <http://goglobal.fiu.edu>

College of Business Transfer Requirements

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