

Undergraduate Major Map

Catalog Year: 2023
College / School: Business Administration
Major: Marketing - BBA
Track / Concentration:
Career Path: Two Year Transfer

Fall Term 2023				Term Hours: 15
The College of Business majors are limited access programs: incoming transfer students must have a minimum cumulative and pre-core GPA of 2.5 and have taken the courses listed at the end of this document (earning a grade of C or better).				Cum GPA: 2.5
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Business Core Requirements	MAR 3023	Introduction to Marketing	3	May be used to satisfy the Global Learning (GL) requirement
Business Core Requirements	MAN 3025	Organization & Mgmt	3	
Business Core Requirements	QMB 3200	Bus Stats & Analysis I	3	Pre-req: All business pre-core
Business Core Requirements	COM 3112	Writing for Business	2	COM3112+GEB3003-Should be taken same semester
Business Core Requirements	GEB 3003	Career Management	1	COM3112+GEB3003-Should be taken same semester
Marketing Core	MAR 4354	Marketing Yourself	3	

Spring Term 2024				Term Hours: 15
				Cum GPA: 2
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Business Core Requirements	BUL 4310	Legal Environ Bus	3	Pre-req: All business pre-core
Business Core Requirements	ISM 3011	Info System Mgt	3	Pre-req: All business pre-core
Marketing Core	MAR 4400	Personal Selling	3	Pre-req: MAR3023
Marketing Core	MAR 4613	Marketing Research I	3	Pre-req: MAR3023
Marketing Electives			3	Refer to your PDA to view course list

Summer Term 2024			
Use this Semester to catch up on coursework if necessary.			

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Fall Term 2024				Term Hours: 15	Cum GPA: 2
Course Group	Course Required	Course Description	Credit Hours	Course Notes	
Business Core Requirements	FIN 3403	Financial Management	3	Pre-req: All business pre-core	
Business Core Requirements	QMB 4680	Bus Stats & Analysis II	3	Pre-req: QMB3200	
Marketing Core	MAR 4503	Consumer Behavior	3		
Business 3000-4000 Level Electives			3	3000/4000 level courses with the following pre-fixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA	
Marketing Electives			3	Refer to your PDA to view course list	

Spring Term 2025				Term Hours: 15	Cum GPA: 2
Course Group	Course Required	Course Description	Credit Hours	Course Notes	
Business Core Requirements	MAN 4720	Strategic Management	3	Senior Standing: 90 credits earned. Pre-req: MAN3025, MAR3023, COM3112, GEB3003, FIN3403, ISM3011, and QMB3200. Co-Req: BUL4310 and QMB4680. May be use to satisfy the Global Learning (GL) requirement	
Marketing Core	MAR 4804	Marketing Strategy	3	Pre-req: MAR4503 and MAR 4613	
Business 3000-4000 Level Electives			3	3000/4000 level courses with the following pre-fixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA	
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Summer Term 2025
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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
 CGS 2100 or CGS 2060--CGS X100 or CGS X100C or

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-----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

The College of Business majors are limited access programs: incoming transfer students must have a minimum pre-core and cumulative GPA of 2.5 and have taken the pre-core courses listed (earning a grade of C or better).