

Undergraduate Major Map

Catalog Year 2020
College / School Business Administration
Major Marketing - BBA
Track / Concentration
Career Path Four Year Freshman

Fall Term 2020

Math placement is based on your Math Placement Score and classes are to be selected in consultation with an advisor.

Term Hours: 13
Cum GPA: 2.25

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC First Year Experience	SLS 1501	First Year Exper	1		
UCC Communication	ENC 1101	Writing and Rhetoric I	3	C	
General Electives	MAC 1105	College Algebra	3	B	Based on Math Placement Score may need MAC1105 or MAC2233. Also satisfies UCC Mathematics Group 1 requirement
Business Pre-Core	CGS 2100	Comp Appls Business	3		
UCC Arts	SPC 2608	Public Speaking	3		Satisfies the UCC Arts requirement

Spring Term 2021

Term Hours: 13
Cum GPA: 2.35

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Communication	ENC 1102	Writing and Rhetoric II	3	C	Pre-req: ENC1101
UCC Natural Science Group One			3		(1) See endnotes Take Lecture with corresponding Lab
UCC Natural Science Group One			1		(1) See endnotes Take Lab with corresponding Lecture
Business Pre-Core	MAC 2233	Calc For Business	3	C	Satisfies UCC Mathematics Group 2 requirement
Business Pre-Core	ECO 2023	Principles Microeco	3	C	Meets UCC Social Science Group 2 requirement

Summer Term 2021

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

Term Hours: 6

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Humanities Group One			3		Recommend PHI2010 (GRW)
General Electives			3		Must take a Lower Division course (1000-2000 level)

Undergraduate Major Map

Fall Term 2021					Term Hours: 12
					Cum GPA: 2.5
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Humanities - Group Two			3		(1) See endnotes. May use to satisfy the UCC GRW/GL requirement
Business Pre-Core	ACG 2021	ACC Decisions	3	C	Prereq: MAC1105 or equivalent math placement
Business Pre-Core	ECO 2013	Principles Macroeco	3	C	Meets UCC Social Science Group 1 requirement
Civics Requirement			3		AMH2020 or POS2041

Spring Term 2022					Term Hours: 13
					Cum GPA: 2.5
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Natural Science - Group Two			3		(1) See endnotes Take Lecture with corresponding Lab
UCC Natural Science - Group Two			1		(1) See endnotes Take Lab with corresponding Lecture
General Electives			3		Must take a Lower Division course (1000-2000 level). Must take course that is Gordon Rule Writing (GRW) if pending
Business Pre-Core	ACG 3301	Managerial Accounting	3		Pre-req: ACG2021
Business Pre-Core	STA 2023	Stat Bus & Eco	3		Also satisfies UCC Mathematics Group 1 requirement

Summer Term 2022					Term Hours: 3
Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes					
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
General Electives			3		Must take a Lower Division course (1000-2000 level). Must take course that is Gordon Rule Writing (GRW) if pending

Undergraduate Major Map

Fall Term 2022					Term Hours: 15
					Cum GPA: 2.5
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business Core Requirements	MAN 3025	Organization & Mgmt	3		
Business Core Requirements	MAR 3023	Introduction to Marketing	3		May be use to satisfy the Global Learning (GL) requirement
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
Marketing Core	MAR 4354	Marketing Yourself	3		
Business Core Requirements	GEB 3003	Career Management	1		COM3112+GEB3003-Should be taken same semester

Spring Term 2023					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		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 2023

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

Undergraduate Major Map

Fall Term 2023					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		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		
Marketing Electives			3		Refer to your PDA to view course list
Business 3000-4000 Level Electives			3		3000/4000 level courses with the following prefixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA

Spring Term 2024					Term Hours: 15
					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, 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 prefixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA
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Business 3000-4000 Level Electives			3		3000/4000 level courses with the following prefixes- ENT, FIN, GEB, ISM, MAN, MAR, REE, TRA

Summer Term 2024

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

General Requirements

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

See your Panther Degree Audit (PDA) for a real-time update on your academic career progress and additional

Undergraduate Major Map

information on University and major requirements at <http://my.fiu.edu>

(1) UCC: Students must meet the University Core Curriculum (UCC) requirements. For a full list of UCC courses, see <http://undergrad.fiu.edu/advising/university-core-curriculum.html> or speak with your advisor. Students requesting to be transient must receive permission from the Dean of Undergraduate Education.

(2) Global Learning: Freshmen entering FIU Summer B 2010 or later must take at least two Global Learning (GL) designated courses at FIU. See <http://goglobal.fiu.edu>. Courses must be:

- 1 GL foundation course, which must be taken from the University Core Curriculum (UCC).
- 1 GL discipline-specific course (3000/4000 level)

(3) Summer Hours Requirement: All students entering FIU or any university within the State University System (SUS) of Florida with fewer than 60 credit hours are required to earn at least nine credit hours prior to graduation by attending one or more summer terms at a university in the SUS.

(4) Gordon Rule: All Gordon Rule courses (i.e., UCC Communication, UCC Mathematics, and Gordon Rule with Writing (GRW) courses) must be completed with a minimum grade of "C." This requirement must be fulfilled within the first 60 credits. Students are required to complete at least two Gordon Rule with Writing (GRW) designated courses.

(5) Foreign Language Requirement for Graduation (FLENT/FLEX): A student who did not complete two years of the same foreign language in high school or at a post-secondary institution must successfully complete 8-10 credit hours of instruction in one foreign language prior to graduation. Exceptions include appropriate CLEP, AP, IB, TOEFL, or transfer credit. Contact your advisor for more information.

(6) UCC Mathematics: Math courses are categorized into either Group One or Group Two. One math course from each group is required unless the first math taken is from Group Two and has an immediate prerequisite in Group One. In this case, students will take two Math courses from Group Two. However, one of the two Math courses must have a MAC, MGF, or MTG prefix.

(8) Postsecondary Civic Literacy (CL): Students must demonstrate understanding of American Civics via completed course work or test credit. Consult with an advisor to determine the best option for satisfying this requirement.

College of Business: Requirements for enrollment in 3000/4000 level Business courses

- Minimum GPA of 2.5 for the first 60 credit hours, including transfer coursework. This requirement excludes 3000/4000 level business courses.
- Completion of ALL business pre-core courses with a grade of C or higher
- Completion of either (a) all UCC requirements and 60 lower division credits, or (b) an Associate of Arts (AA) from a Florida accredited institution.

See your Panther Degree Audit for all Business and major-specific requirements at <http://my.fiu.edu>