



## MUMA COLLEGE OF BUSINESS

### BACHELOR OF SCIENCE: MARKETING

#### YEAR 1 FALL

ENC 1101  
 MAC 1105  
 General Education/Elective  
 ECO 2013  
 General Education/Elective

**TOTAL: 15**

#### YEAR 1 SPRING

3 MAC 2233		3
3 ECO 2023		3
3 Humanities State Core		3
3 CGS X100		3
3 General Education/Elective		3

**TOTAL: 15**

#### YEAR 2 FALL

Natural Science State Core  
 ACG 2021 or ACG2001 + ACG 2011  
 STA 2023  
 General Education/Elective  
 General Education/Elective

**TOTAL: 15**

#### YEAR 2 SPRING

3 ACG 2071		3
3 General Education/Elective		3
3 General Education/Elective		3
3 General Education/Elective		3
3 General Education/Elective		3

**TOTAL: 15**

#### YEAR 3 FALL USE

MAR 3023 Basic Marketing	3	
QMB 3200 Business & Economic Statistics II	3	
ISM 3011 Information Systems in Organizations	3	
ENC 3250 Professional Writing or ENC 3310 Expository Writing	3	
GEB 3033 Business Skills & Practices	3	

**TOTAL: 15**

#### YEAR 3 SPRING USE

MAR 3700 Digital Marketing		3
MAR 4333 Promotion Management		3
FIN 3403 Principles of Finance		3
MAN 3025 Principles of Management		3
Non-Business Elective		3

**TOTAL: 15**

#### YEAR 4 FALL USE

MAR 3613 Marketing Research	3	
MAR 4156 International Marketing	3	
MAR 3400 Professional Selling	3	
BUL 3320 Law & Business I	3	
MAN 4504 Operation & Supply Chain Management	3	

**TOTAL: 15**

#### YEAR 4 SPRING USE

MAR 4824 Marketing Management Problems		3
Approved Upper Level Marketing Elective		3
GEB 4890 Strategic Management & Decision Making		3
Non-Business Elective		3
Free Elective		3

**TOTAL: 15**

**The following is additional information of the Muma College of Business:**

- The Muma College of Business has a SEPARATE APPLICATION PROCESS from that of the University of South Florida. Please allow enough time to apply and receive acceptance to USF before applying to the Muma College of Business.
- All applicants must have a minimum cumulative GPA of 2.50 and have completed all seven state mandated prerequisite courses prior to starting at USF.
- All pre-requisite courses must be completed with a C- or better, Marketing majors must earn a C or better in QMB 2100 or STA2023, but maintain a 2.00 GPA or better within the prerequisite courses.
- Students must earn a grade of C or better in MAR 3023. Students must earn a grade of C- or better in all other business courses as long as they maintain a 2.00 GPA or better.

Students interested in the Muma College of Business may contact **Shaun Gonzalez at [smgonza3@usf.edu](mailto:smgonza3@usf.edu)**

For general transfer advising inquiries please contact **[transfer-advising@usf.edu](mailto:transfer-advising@usf.edu)**

