

# MARKETING MAJOR

## General Marketing Concentration

This worksheet is a guide to supplement your degree audit in Degree Works. All students need a minimum of 30 FSU course-credits to graduate. For students who change majors or enter FSU with transfer credits, your degree audit may appear differently, as previous coursework could fulfill Domains and Free Electives. Please see your Advisor and/or The Advising Center with any questions.

### **DOMAIN GENERAL EDUCATION (11 Courses Required):**

The FSU General Education program consists of 11 requirements. In the Marketing major Domain III-C is satisfied through completion of the major (X). Three (3) additional subdomains are met by specific courses in the major (see below), leaving **seven (7) courses to be completed** to satisfy the remaining General Education subdomains through courses taken outside the major department. Only courses designated (Gen. Ed. Domain) after the course title will meet General Education requirements. Please refer to the catalog (p. 366) for full information.

#### **Common Core**

A. ENWR 110 Composition II  
B. MATH/STAT XXX (credit-bearing): STAT 107\*

#### **Domain I**

A. Creative Arts: \_\_\_\_\_  
B. Humanities: \_\_\_\_\_  
C. Language: \_\_\_\_\_

#### **Domain II**

A. Analysis, Modeling, Problem-Solving: BUAN 204  
B. Natural Sciences (2): Non-Lab Science: \_\_\_\_\_  
Lab Science: \_\_\_\_\_

#### **Domain III**

A. Perspectives on the Past: \_\_\_\_\_  
B. Perspectives on Contemporary World: ECON 102\*  
C. Global Competency, Ethical Reasoning,  
and/or Human Diversity

X = Fulfilled through completion of major

\* = Required course in the major

### **MAJOR COURSES (19):**

#### **Required Core Courses (13):**

_____	ACCT 220	Introduction to Financial Accounting
_____	ACCT 221	Introduction to Managerial Accounting
_____	BUAN 204	Analytical Techniques for Business (II-A)**
_____	BUIS 200	Introduction to Business Systems
_____	ECON 101	Principles of Macroeconomics
_____	ECON 102	Principles of Microeconomics (III-B)**
_____	FINA 248	Managerial Finance
_____	MGMT 215	Legal Environment of Business
_____	MGMT 280	Organizational Behavior
_____	MGMT 372	Operations Management
_____	MRKT 181	Marketing Principles
_____	STAT 107	Business Statistics (CC-B)**

\*\* Fulfills a General Education requirement.

#### **Required Capstone Course:**

MRKT 480 Strategic Marketing

#### **General Marketing Concentration (6):**

_____	MRKT 240	Consumer Behavior
_____	MRKT 301	Brand Management
_____	MRKT 308	Digital and Social Media Marketing

#### **Choose three (3) electives 300-Level or above from:**

_____	COMM 231	Advertising Techniques
_____	COMM 275	Public Relations
_____	MGMT 300	Doing Business Abroad
_____	MRKT 218	Personal Branding and Business Etiquette
_____	MRKT 310	Marketing Research
_____	MRKT 313	Advertising & Promotions
_____	MRKT 318	International Marketing
_____	MRKT 410	Advanced Marketing Research
_____	MRKT 495	Internship in Marketing
_____	SMKT 212	Sales Skills
_____	SPMK 324	Sports Marketing

### **FREE ELECTIVES (0-4):**

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