

MARKETING (B.S.)

The Bachelor of Science (B.S.) in Marketing prepares students for careers in marketing by developing their understanding of the social and economic forces at work in national and global markets. The marketing major focuses on enhancing the knowledge and skills that enable managers to develop and maintain successful relationships with consumers and organizational customers through the planning, implementation, and control of marketing activities. The program emphasizes the use of analytical and environmental analyses to engage in strategic market planning, market segmentation, and competitive positioning. The program also covers the strategic implications of consumer behavior, product development and branding, promotion, pricing, and distribution channels.

Concentrations

- Business Development and Sales Concentration
- Digital Marketing Strategy Concentration

Program Progression and Additional Graduation Requirements

Degree-seeking students are classified as pre-majors prior to formal transition into a Lutgert College of Business (LCOB) major. As pre-majors, students may enroll in lower division (1000-2999 level) courses to satisfy general education and common prerequisite requirements; lower level electives; and business common core courses, except GEB 4890 Business Strategy, if course prerequisites are met. Pre-majors may not enroll in upper division (3000-4999 level) courses for the major.

Transition from a LCOB pre-major to a major happens following (a) completion of all common prerequisites with a minimum grade of C or higher in each course; and (b) completion of 50 earned credits with a minimum FGCU GPA of 2.0.

For timely degree completion, FTIC (First Time in College) students are expected to complete the following:

- MAC 1105 College Algebra with minimum grade of B (or relevant accelerated credit or placement exam), ECO 2023 Principles of Microeconomics or ECO 2013 Principles of Macroeconomics with minimum grade of C, one additional common prerequisite, and an overall 2.4 FGCU GPA within one calendar year from admission
- Four common prerequisites by the end of the third semester (excluding summer) from admission
- Seven common prerequisites and an overall 2.7 FGCU GPA by the end of the fourth semester (excluding summer) from admission
- MAR 3023 Introduction to Marketing with minimum grade of C by the end of the fifth semester (excluding summer) from admission
- FIN 3403 Business Finance with minimum grade of C by the end of the sixth semester (excluding summer) from admission

For timely degree completion, transfer students are expected to complete the following:

- Seven common prerequisites and an overall 2.7 FGCU GPA by the end of the third semester (excluding summer) from admission
- MAR 3023 Introduction to Marketing with minimum grade of C by the end of the fourth semester (excluding summer) from admission

- FIN 3403 Business Finance with minimum grade of C by the end of the fifth semester (excluding summer) from admission

Students should refer to the Degree Map for milestone information. Degree maps for each major can be found at <https://www.fgcu.edu/cob/>.

In addition to the program requirements, students must:

- Attempt ACG 2021 Intro. to Financial Acctg. no more than two times.
- Earn a grade of C or higher in the common prerequisites, business common core, required courses in the major, and restricted electives/concentration.
- Complete a minimum of 120 credits.
- Complete a minimum of 48 of the 120 credits at the upper division (3000-4999 level).
- Complete the last 30 credits of business courses at FGCU.
- Complete a minimum of 12 credits of courses in the major at FGCU.
- Earn a minimum cumulative GPA of 2.0 for all coursework attempted at FGCU.
- Satisfy the College-Level Skills and foreign language entrance requirements.
- Satisfy the Service-Learning requirement.
- Satisfy the Civic Literacy requirement.
- Complete the standardized business knowledge assessment exam administered during the last semester in GEB 4890 Business Strategy.
- Complete the summer course enrollment requirement.
- Submit an Application for Graduation by the deadline listed in the FGCU Academic Calendar.

Program Requirements

Code	Title	Credits
FGCU General Education Program (https://www.fgcu.edu/academics/undergraduatestudies/generaleducation/)		
To prevent or minimize excess hours, select general education courses that satisfy common prerequisite requirements for your intended major.		
Common Prerequisites		
For this major, common prerequisite courses with an asterisk (*) require prior knowledge and skills demonstrated through degree acceleration programs (e.g., the College Board's Advanced Placement Program [AP], International Baccalaureate Program [IB], College-Level Examination Program [CLEP], Advanced International Certificate of Education Program [AICE]); dual enrollment; placement exam; or college coursework.		
A minimum grade of C is required in each course		
ACG 2021	Intro. to Financial Acctg. (Acceptable Substitute: ACGX021 or ACGX022 or (ACGX001 and ACGX011))	3
ACG 2071	Intro. to Managerial Acctg. (Acceptable Substitute: ACGX071 or ACGX301)	3
CGS 1100	Computer Software & Technology (Acceptable Substitute: CGSX100 or CGSX100C or CGSX570 or CGSX060 or CGSX531 or CGSX000 or ISMX000 or CGSX518)	3
ECO 2013	Principles of Macroeconomics (Acceptable Substitute: ECOX013)	3

ECO 2023	Principles of Microeconomics (Acceptable Substitute: ECOX023)	3	Total Credits Required: 120
MAC 2233	Elementary Calculus I (Acceptable Substitute: MACX233) *, ¹	3	
STA 2023	Statistical Methods (Acceptable Substitute: STAX023 or STAX122 or QMBX100)	3	
Business Common Core		(27 credits)	
BUL 3130	Legal & Ethical Enviro of Bus	3	
FIN 3403	Business Finance	3	
GEB 4890	Business Strategy	3	
ISM 3011	Information Systems	3	
MAN 3025	Principles of Management	3	
MAR 3023	Introduction to Marketing	3	
SCM 3005	Supply Chain Management	3	
Select one of the following:			
ENC 3250	Professional Writing	3	
GEB 3523	Critical Think&Writing for Bus	3	
Select one of the following:			
GEB 3085	Professional Development	3	
SPC 1608	Effective Speaking	3	
SPC 2023	Public Speaking	3	
Required Courses in the Major		(18 credits)	
MAR 3400	Professional Selling	3	
MAR 3503	Consumer Behavior	3	
MAR 4613	Marketing Research	3	
MAR 4804	Market Strategy (capstone)	3	
MAR 4832	Product & Brand Management	3	
MAR 4841	Services Marketing	3	
Restricted Electives in the Major/Concentration		(9 credits)	
Select one of the following groupings:			
Digital Marketing Strategy Concentration			
MAR 3235	Social Media Marketing	3	
MAR 4674	Marketing Analytics	3	
MAR 4700	Digital Marketing	3	
Business Development and Sales Concentration			
MAR 4403	Sales Force Management	3	
MAR 4415	Advanced Professional Selling	3	
MAR 4860	Customer Relationship Mngmt.	3	
No concentration noted on transcript			
Select 9 credits of upper division (3000-4999 level) in marketing (MAR) or advertising (ADV) courses			
Sustainability Course Graduation Requirement		(3 credits)	
Select at least 3 credits in sustainability coursework (SCGR Attribute)			
Additional Electives			
As needed to reach total credits required for the degree			

¹ Prerequisites of MAT 1033 Intermediate Algebra minimum grade of C then MAC 1105 College Algebra minimum grade of B; or relevant accelerated credit; or placement exam