

## Marketing

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### Purpose

#### Mission

The mission of the undergraduate marketing major is to train graduates who are valued and actively recruited by the business community for their skills.

#### Curriculum Educational Objectives

1. *Identify* and *analyze* the core factors that need to be examined for understanding consumer behavior, market segments, distributor behavior, and competitor behavior, and recognize the appropriate market research methods that need to be used.
2. *Recognize* the characteristics of an ethical, professional marketer with appropriate etiquette and image.
3. *Identify* appropriate personal selling approaches and techniques given specific consumer and business market contexts.
4. *Analyze* a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives.
5. *Evaluate* the strategic components for an effective strategy in export-import business development, sales and customer relationship management, international distribution and retailing.

### Marketing Major

Students who decide to major in marketing will be given a broad foundation in marketing concepts, and practice in their contemporary contexts. Students will have opportunities to pursue greater depth of understanding in select areas of the discipline:

### Degree Program Requirements (120 credit-hours)

Lower-Division/Business Pre-Core	60 hours
Upper-Division/Business Core	30 hours
Major Courses	21 hours
Upper Division Electives	9 hours

### Lower Division/Pre-Business Core

The "General Information" section in this catalog describes the lower division requirements. The Business Pre-Core requirements are listed in the first section of this "College of Business Administration" chapter. Students must complete all lower division and Business Pre-Core requirements no later than the first semester of their third year of undergraduate study. No exceptions will be made.

### Upper Division/Business Core

The College's Business Core Requirements are listed in the first section of this "College of Business Administration" chapter.

### Major Courses (3 credit-hours each)

Undergraduate students majoring in marketing must complete 21 credit hours of 4000-level marketing course work, of which the following 15 credit-hours are required:

MAR 4354	Marketing Yourself in Today's Competitive Job Market
MAR 4620	Tools for Managing Marketing Information
MAR 4503	Consumer Behavior
MAR 4613	Managing Marketing Information
MAR 4804	Marketing Strategy

Students can fulfill their other credit-hours with classes from the list below; however, they must consult with a Marketing faculty advisor before selecting their other courses: It is important that marketing majors complete MAR 4354, MAR 4620, MAR 4613, and MAR 4503 before they take their electives:

MAR 4025	Marketing of Small Business Enterprises
MAR 4144	Export Marketing
MAR 4156	International Marketing
MAR 4203	Marketing Channels
MAR 4231	Retail Marketing
MAR 4232	Current Issues in Retail Marketing
MAR 4323	Integrated Marketing Communication
MAR 4333	Promotional Strategy
MAR 4334	Advertising Campaign Management
MAR 4400	Personal Selling
MAR 4403	Sales Management
MAR 4803	Cases in Marketing Management
MAR 4941	Marketing Internship
MAR 4949	Cooperative Education in Marketing
MAR 4722	e-Marketing
MAR 4721	Cyber Marketing

### Logistics Track

The Ryder Center for Logistics offers a logistics track to undergraduates pursuing their Bachelor of Business Administration. Students who opt to take a logistics track will study a wide range of topics, including distribution channels, materials planning, purchasing, warehousing, inventory management, transportation, global sourcing and logistics, and strategic logistics management.

### Degree Program Requirements (120 credit-hours)

Lower-Division/Business Pre-Core	60 hours
Upper-Division/Business Core	30 hours
Major/Track Courses	21 hours
Electives	9 hours

#### Lower Division/Pre-Business Core

The "General Information" section in this catalog describes the lower division requirements. The Business Pre-Core requirements are listed in the first section of this "College of Business Administration" chapter. Students must complete all lower division and Business Pre-Core requirements no later than the first semester of their third year of undergraduate study.

#### Upper Division/Business Core

The College's Business Core Requirements are listed in the first section of this "College of Business Administration" chapter.

#### Track Courses (3 credit-hours each)

TRA 4012	Principles of Transportation
TRA 4203	Principles of Logistics
TRA 4214	Logistics Strategy

**Electives:** please consult with your advisor about recommended electives.

#### Example of a Sales Management Concentration

MAR 4400	Personal Selling
MAR 4403	Sales Management
MAR 4860	Customer Relationship Management

#### Example of an Export/Import Concentration

MAR 4144	Export Marketing
TRA 4721	Global Logistics
MAR 4203	Marketing Channels

#### Example of a Distribution Management Concentration

MAR 4231	Retail Marketing
TRA 4721	Global Logistics
MAR 4203	Marketing Channels

### Marketing Minor

Qualified undergraduate students who are not business majors and who have a 2.5 cumulative GPA must apply to the College of Business Administration to request a minor in Marketing.

To earn a minor in Marketing, students must complete 15 credit-hours of course work and receive a grade of "C" or higher in each of the following courses:

#### Required Courses

MAR 3023	Marketing Management
MAR 4503	Consumer Behavior

In addition, students must select and complete any three senior (4000) level marketing (MAR) classes:

MAR 4025	Marketing of Small Business Enterprises
MAR 4144	Export Marketing
MAR 4156	International Marketing
MAR 4203	Marketing Channels
MAR 4231	Retail Marketing
MAR 4232	Current Issues in Retail Marketing

MAR 4323	Integrated Marketing Communications
MAR 4333	Promotional Strategy
MAR 4334	Advertising Campaign Management
MAR 4400	Personal Selling
MAR 4403	Sales Management
MAR 4613	Marketing Research
MAR 4803	Cases in Marketing Management
MAR 4804	Marketing Strategy
MAR 4722	e-Marketing
MAR 4721	Cyber Marketing

### Retail Management Certificate

Open to all undergraduate business students in the College of Business Administration, the Certificate in Retail Management was designed for those particularly interested in acquiring additional expertise in retail management. It's especially appropriate for those students who are:

- Marketing or Management Information Systems (MIS) majors considering a career in e-commerce
- Marketing or Finance majors interested in retail planning or buying
- Marketing or Management majors considering a career in store management
- Students in any major planning to own/operate their own business

To earn the Certificate in Retail Management, students must successfully complete the program's course and experiential learning requirements. They must achieve a grade of "B" or better in all of their coursework, which includes:

MAR 3023	Marketing Management
MAN 3025	Organization and Management
FIN 3403	Financial Management
CGS 3300	Introduction to Information Systems
MAR 4231	Retail Marketing
MAR 4232	Current Issues in Retailing

In addition to coursework, students in the program must attend four Friday half-day skills workshops (two each semester) and complete a retailing internship—most of which are paid and which the College will help them secure.

Participation in this program, which begins each Fall semester, is limited to twenty students. The application deadline is June 30. To be eligible, applicants must be enrolled in an undergraduate degree program in the College of Business Administration.

The marketing internship program will be available to students on a selective admission basis. You must have completed the four required marketing courses, be of senior standing and have a grade point average in the marketing major of at least 3.0.

### Certificate in Export-Import Management

This certificate program is open to all undergraduate business students in the College of Business Administration who desire to pursue careers in export-import related industries. It is designed to enhance an undergraduate's knowledge and skills essential in managing export-import businesses. It is especially appropriate for those students who are considering:

- a career in an export management company (EMC) that represents manufacturers in their export-import activities in the global market.
- a career in a freight forwarding company that specializes in export-import operations, including customs clearance, shipping tariffs and schedules, and traffic operations.
- a career in the export department of a manufacturer that manages the firm's overseas marketing and sales operations.
- a career in an international logistics company that manages a client's global supply chain operations, including transportation, warehousing, inventory, and customer service.
- a career in starting and operating a family-owned export-import business that trades goods and products across borders.

To earn a certificate in export-import management, students need to complete the following six courses (18 credit hours) with a minimum overall GPA of 2.75 and no individual course grade below a "C":

#### Required Courses (12 credit hours)

MAR 3023	Marketing Management	3
MAR 4613	Managing Marketing Information	3
MAR 4144	Export Marketing	3
MAR 4156	International Marketing	3

#### Required Electives (two of the following, 6 credit hours)

MAR 4643	Decision Making and Negotiations	3
MAR 4203	Marketing Channels	3
TRA 4721	Global Logistics	3
MAR 4620	Tools for Managing Marketing Information	3

In order to apply for this certificate program, students should be currently enrolled in a Bachelor of Business Administration at FIU with an overall GPA of at least a 2.75. Students who have already completed a Bachelor's in Business Administration can also enter the program with permission.

## Certificate in Retail Marketing and Management

To apply for the certificate program in Retail Marketing and Management, one should either be a student currently pursuing a Bachelor's in Business Administration degree at FIU, with a minimum overall GPA of 2.75, or have already completed a Bachelor's in Business Administration degree.

The certificate program will require participants to complete 18 credits or 6 courses.

Students should complete the following six courses with a minimum overall "B" average (3.0 GPA) and no individual course grade below a "C".

#### Business Core Courses

MAN 3025	Organization and Management	3
FIN 3403	Financial Management	3
CGS 3300	Introduction to Information Systems	3

#### Marketing Courses

MAR 3023	Marketing Management	3
MAR 4231	Retail Marketing	3

MAR 4941 Marketing Internship 3

#### Additional Requirements

In addition to the above six courses, students must complete the additional requirements as listed below:

1. Retail Seminar at Florida International University
2. Corporate Tour

## Certificate in Sales and Customer Relationship Management

In order to apply for this certificate program, students should be currently enrolled in a Bachelor's degree program in Business Administration at FIU, with an overall GPA of at least a 2.75. Exceptional students who are earning Bachelor's degree from outside the College of Business and are interested in sales careers may gain admission to the certificate program by permission of the Chair, Department of Marketing; exceptional students must have a minimum GPA of 2.75.

The certificate program will require participants to complete 18 credits or 6 courses.

Other than that the overall GPA is at least a 2.75 and the student is currently pursuing a bachelor's degree, there are no other prerequisites to the program. Students should complete the following six courses with a minimum overall 'B' average (3.0 GPA) and no individual course below a 'C'.

#### Required Courses

MAR 3023	Marketing Management	3
MAR 4354	Marketing Yourself in Today's Competitive Job Market	3
MAR 4400	Personal Selling	3
MAR 4403	Sales Management	3
MAR 4860	Customer Relationship Management	3
MAR 4643	Decision Making and Negotiations	3

#### Academic Standard

The Department of Marketing requires that marketing majors receive a grade of "C" or higher in all marketing major courses and upper division business electives. It is also strongly recommended that marketing majors join the American Marketing Association Student Chapter and participate actively in its events. To improve the learning experience and to assure employers of the quality of a graduate with a marketing major all marketing majors will take a comprehensive examination of their marketing knowledge and capabilities that will be offered at the end of the MAR 4804 capstone strategy course.