

## Marketing

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### Purpose

#### Mission

The mission of the undergraduate marketing major is to develop graduates who will be highly valued and actively recruited by the business community for their skills.

#### Curriculum Educational Objectives

By graduation, students are expected to be able to:

1. Recognize and apply the components that affect buyer decision-making.
2. Identify the elements of and determine appropriate practices for a personal brand strategy.
3. Identify business information needs and select appropriate data collection processes.
4. Analyze a prospect's needs, uncover the objections to closing the sale, and select appropriate sales strategies.
5. Analyze an organization's marketing strategy and determine appropriate and inappropriate marketing alternatives.

### 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 a greater depth of understanding in select areas of the discipline. Marketing majors are encouraged to apply for and complete one of the available certificate programs listed later in this section.

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

Lower-Division/Business Pre-Core	60 hours
Upper-Division/Business Core	27 hours
Major Courses	21 hours

Upper Division Electives 12 hours

#### Lower Division/Business Pre-Core

The "General Information" section in this catalog describes the Lower Division and business pre-core requirements.

#### Upper Division/Business Core

The College's Business Core Requirements are listed in the first section of this "College of Business" 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 4400	Personal Selling
MAR 4503	Consumer Behavior
MAR 4613	Managing Marketing Information
MAR 4804	Marketing Strategy

Students can fulfill the other 6 credit-hours with courses from the list below:

MAR 4025	Marketing of Small Business Enterprises
MAR 4071	Current Issues in Marketing I
MAR 4144	Export Marketing
MAR 4156	International Marketing
MAR 4203	Marketing Channels
MAR 4231	Retail Marketing
MAR 4232	Current Issues in Retail Marketing
MAR 4233	Social Media and E-Marketing Design
MAR 4323	Integrated Marketing Communication
MAR 4403	Sales Management
MAR 4404	Business-to-Business Sales and Marketing
MAR 4415	Advanced Professional Selling
MAR 4620	Tools for Managing Marketing Information
MAR 4643	Decision Making and Negotiations
MAR 4674	Database Marketing
MAR 4733	e-Marketing
MAR 4803	Cases in Marketing Management
MAR 4860	Customer Relationship Management
MAR 4933	Special Topics in Marketing
MAR 4941	Marketing Internship

#### Upper Division Business Electives

All electives outside the College of Business must receive the approval of the Department Chair. A list of approved courses is available from COB Advising.

### Logistics Track

The Department of Marketing offers a logistics track to undergraduates pursuing their Bachelor of Business Administration. Students who opt to take this 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.

The Logistics Track consists of 7 courses (21 credit-hours). Students are required to achieve a grade of "C" or higher in each course.

**Required Track Courses**

Students are required to complete all of the six courses below (eighteen credit-hours):

MAR 4144	Export Marketing
TRA 4012	Principles of Transportation
TRA 4202	Logistics Technology
TRA 4203	Principles of Logistics
TRA 4214	Logistics Strategy
TRA 4721	Global Logistics

Students are also required to complete one of the following courses (3 credit-hours):

MAR 4203	Marketing Channels
MAR 4643	Decision Making and Negotiations

**Marketing Minors for Non-Business Majors**

Qualified undergraduate students who are not business majors must apply to the College of Business to request one of the three minors offered in Marketing.

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

**Minor in General Marketing for Non-Business Majors (15 credits)**

All majors need to understand who their customers are, what they look for, and how to properly position a product or service for customer satisfaction. Knowing how to do these things can make a graduate much more valuable in any organization. In this minor, students can explore such areas as product planning and management, distribution, marketing research, retailing, advertising and promotion, consumer behavior, customer relations, and global marketing.

**Required Courses**

MAR 3023	Marketing Management – <i>GL</i>
MAR 4503	Consumer Behavior

In addition, students must complete three of the following courses:

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 4400	Personal Selling
MAR 4613	Managing Marketing Information
MAR 4620	Tools for Managing Marketing Information
MAR 4643	Decision Making and Negotiations
MAR 4674	Database Marketing
MAR 4804	Marketing Strategy
MAR 4860	Customer Relationship Management
MAR 4907	Independent Study in Marketing
TRA 4203	Principles of Logistics
TRA 4721	Global Logistics

**Minor in Professional Sales for Non-Business Majors (12 credits)**

Research shows that more than 50% of college graduates from a wide variety of majors and backgrounds enter a career in sales. Sales drive economic growth in all industries and through all marketing channels. The opportunities for sales careers far outnumber those in any other area. Recruiters in all industries are looking for students who can add value to organizations, internally and/or externally. This value comes from skills in these areas: interpersonal interactions and communications, questioning, listening, objection handling, negotiations, closing and service. This minor prepares students in any academic field with real-world, specialized training in the skills needed to succeed in this career area demanded by today's job market.

**Required Courses**

MAR 3023	Marketing Management – <i>GL</i>
MAR 4400	Personal Selling
MAR 4403	Sales Management
MAR 4404	Business-to-Business Sales and Marketing

**Minor in Social Media and E-Marketing Analytics for Non-Business Majors (12 credits)**

E-marketing and social media have changed the way companies, organizations, and individuals do business. Thus, a new set of skills and competencies are required of students from a diverse set of majors and backgrounds as they engage in the technological future that lies before us. This is not just about how to use social media; this minor prepares students from all majors to utilize social media and e-marketing to engage customers, to communicate and deliver value, to enhance skills needed to gain meaningful employment, and to apply analytical tools for better decision-making with respect to social media and online marketing.

**Required Courses**

MAR 3023	Marketing Management – <i>GL</i>
MAR 4733	E-Marketing
MAR 4233	Social Media and E-Marketing Design
MAR 4674	Database Marketing

**Certificate in Export-Import Management**

FIU undergraduate students who are currently enrolled in a degree-seeking program can apply for admission to the export-import management certificate. This certificate is designed to enhance knowledge and skills essential in managing export and/or import businesses, and for students considering careers in, for example:

- an export management company that represents manufacturers in the global market.
- a freight forwarding company that specializes in export-import operations, including customs clearance, shipping tariffs and schedules, and traffic operations.
- the export department of a manufacturer that manages the firm's overseas marketing and sales operations.

- an international logistics company that manages a client's global supply chain operations, including transportation, warehousing, inventory, and customer service.
- starting and operating a family-owned export-import business that trades goods and products across borders.

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

**Required Courses** (3 courses, 9 credit hours)

MAR 3023	Marketing Management – GL	3
MAR 4144	Export Marketing	3
TRA 4203	Principles of Logistics	3

**Required Electives** (1 course, 3 credit hours)

Choose one of the following:

TRA 4721	Global Logistics	3
TRA 4012	Principles of Transportation	3

**Elective Courses** (2 courses, 6 credits)

Choose two of the following:

MAR 4620	Tools for Managing Marketing Information	3
TRA 4202	Logistics Technology	3
TRA 4214	Logistics Strategy	3

## Certificate in Retail Marketing and Management

FIU undergraduate students who are currently enrolled in a degree-seeking program can apply for admission for the Retail Marketing and Management Certificate. It is designed to prepare students for managing all retailing activities involved in the sales of products and services to final consumers. It is especially appropriate for those students who are considering careers in, for example:

- store management for a large retail company, which includes managing people, sales, promotions, inventory, and merchandising for a line of business within a store or an entire store.
- retail buying which includes selecting and negotiating with vendors to create the appropriate product mix.
- retail planning which includes forecasting for product sales and promotions cycles and inventory management across stores and regions.
- online retailing which includes the online storefronts of large retail businesses or opening up one's own small business online.
- entrepreneurship.

To earn the certificate in retail marketing and management, students must complete six courses (18 credit hours) with a minimum GPA of 2.75 and no individual course grade below a "C".

**Required Courses**

MAR 3023	Marketing Management – GL	3
MAR 4231	Retail Marketing	3
MAR 4232	Current Issues in Retail Marketing	3
MAR 4674	Database Marketing	3

Choose two of the following electives (6 credit hours):

MAR 4233	Social Media and E-Marketing Design	3
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MAR 4400	Personal Selling	3
MAR 4503	Consumer Behavior	3
MAR 4643	Decision Making and Negotiations	3
MAR 4860	Customer Relationship Management	3

**Additional Requirements**

In addition to the above courses, students must complete a:

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

## Certificate in Sales and Customer Relationship Management

FIU undergraduate students who are currently enrolled in a degree-seeking program can apply for admission to the sales and customer relationship management certificate. The certificate is designed to enhance an undergraduate's knowledge and skills essential for inside and outside sales positions across all marketing channels. It is especially appropriate for those students who are considering careers in, for example:

- Sales and account management (business-to-business and business-to-consumer) for service companies in hospitality, telecommunications, financial services, media sales, real estate, insurance, and business services.
- new business development, industrial sales, sales engineering, field sales, and account management for business goods channels and manufacturers.
- sales consulting for professional services firms in accounting, legal, business consulting, and healthcare.
- retail and direct sales (business-to-consumer) in the consumer goods channels.
- customer service and sales support in all channels and industries.
- entrepreneurship.

To earn the certificate in sales and customer relationship management, students must complete six courses (18 credit hours) with a minimum GPA of 2.75 and no individual course below a "C".

**Required Courses**

MAR 3023	Marketing Management – GL	3
MAR 4400	Personal Selling	3
MAR 4403	Sales Management	3
MAR 4404	Business-to-Business Sales and Marketing	3
MAR 4415	Advanced Professional Selling	3
MAR 4860	Customer Relationship Management	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.