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	Marketing Research I
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 Marketing
MAR 4323	Integrated Marketing Communication
MAR 4403	Sales Management
MAR 4404	Business-to-Business Sales and Marketing
MAR 4415	Advanced Professional Selling
MAR 4620	Marketing Research II
MAR 4643	Decision Making and Negotiations
MAR 4674	Marketing Analytics
MAR 4733	Digital 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 and Supply Chain Management Major

In today's global economy, the vast majority of businesses require the movement of information, goods, products, supplies, materials, and people in order to fulfill the organization's goals and to provide benefits to the communities the organization serves. This movement of human, physical, and informational capital involves the field of logistics and supply chain management. The new

major in Logistics and Supply Chain Management provides undergraduate students with in-depth knowledge of logistics and supply chain concepts, best practices, and current tools of the trade that will enhance their career opportunities with respect to local, national, and international organizations.

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 (21 credit hours; 3 credit-hours each)

Required Courses (18 credit-hours)

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

Elective Course (3 credit-hours)

MAR 4404	Business-to-Business Sales and Marketing
MAR 4643	Decision Making and Negotiations

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.

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	Introduction to Marketing – *GL*
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	Marketing Research I
MAR 4620	Marketing Research II
MAR 4643	Decision Making and Negotiations
MAR 4674	Marketing Analytics
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 Logistics and Supply Chain Management for Non-Business Majors (12 credits)

In today's global economy, most organizations require the movement of information, products, supplies, materials, and personnel in order to fulfill organizational serves. This movement of human, physical, and informational capital involves logistics and supply chain management. This minor provides students with a working knowledge of logistics and supply chain concepts, and is designed to complement a student's major field of study and enhance career opportunities. Logistics knowledge can appeal to students in any field, but students in certain fields may be particularly interested, such as those in engineering, politics, architecture, environmental studies, sustainability, economics, international relations, tourism management, hospitality management, health administration, and public administration. Students in fields where they expect to deal with international transportation of physical materials or personnel would also benefit. Students must receive a grade of "C" or higher in each course to be awarded the minor.

Required Courses

TRA 4203	Principles of Logistics
TRA 4721	Global Logistics
TRA 4202	Logistics Technology
TRA 4214	Logistics Strategy

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	Introduction to Marketing – *GL*
MAR 4400	Personal Selling
MAR 4415	Advanced Professional Selling

Choose one of the following courses:

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	Introduction to Marketing – *GL*
MAR 4733	Digital Marketing
MAR 4233	Social Media Marketing
MAR 4674	Marketing Analytics

Certificate in Health and Fitness Marketing

The health and fitness marketing certificate is open to degree-seeking students only. This certificate is designed to enhance a student's knowledge of how marketing principles, practices, and strategies can be applied to the many health marketing and fitness marketing opportunities that exist in business, health, education, entertainment, and other fields. Health and fitness marketing are unique in that they rely highly on the desire to change individuals' behaviors in a manner that provides long-term benefits to the individuals themselves and society (and the economy) as a whole. It is appropriate for students in a variety of careers, for example:

- the promotion of health services, diatetics and nutrition, and long-term behavioral health change;
- the marketing of fitness, exercise, physical training, etc.;
- building participation in sports programs, fitness facilities, parks and recreation programs, summer camps, etc.;
- advocacy for educational system fitness programs and school, district, regional, and national levels;
- health and fitness promotion from a public health and/or nursing perspective;
- company and organizational health and fitness for human resource managers.

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

Required Courses

MAR 3023	Introduction to Marketing – *GL*	3
MAR 4712	Health and Fitness Marketing	3
MAR 4711	Sports Marketing and Sponsorship	3
MAR 4503	Consumer Behavior	3

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

MAR 4025	Marketing of Small Business Enterprises	3
MAR 4400	Personal Selling	3
MAR 4233	Social Media Marketing	3
MAR 4323	Integrated Marketing Communication	3
MAR 4941	Marketing Internship (*Must be a preapproved internship in a health marketing and/or fitness marketing field*)	3

Certificate in Import-Export and Supply Chain Management

The import-export and supply chain management certificate is open to degree-seeking students only. 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 import-export and supply chain 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	Introduction to Marketing – *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:

MAR 4156	International Marketing	3
TRA 4721	Global Logistics	3

Elective Courses (2 courses, 6 credits)
Choose two of the following:

MAR 4203	Marketing Channels	3
TRA 4202	Logistics Technology	3
TRA 4214	Logistics Strategy	3

Certificate in Marketing Research and Analysis

The marketing research and analysis certificate program is open to degree-seeking students only. This certificate is designed to enhance a student's knowledge and skills required to examine customer issues, collect appropriate market data, analyze trends and relationships, and generate actionable marketing information. It is especially appropriate for those students who are considering careers that focus or involve marketing research and data analysis such as the following:

- Advertising and media consumption research for service to advertising agencies, social media planners, telecommunications firms, and entertainment groups.
- Brand image and positioning research for both consumer goods and industrial markets.
- Customer satisfaction research for companies in hospitality, telecommunications, financial services, real estate, insurance, healthcare, and business services.
- Quantitative and qualitative data collection field and online services.
- Business-to-business research.

To earn the certificate in marketing research and analysis, 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	Introduction to Marketing – *GL*	3
MAR 4503	Consumer Behavior	3
MAR 4613	Marketing Research I	3
MAR 4620	Marketing Research II	3
MAR 4674	Marketing Analytics	3

Choose one of the following:

MAR 4941	Marketing Internship	3
MAR 4907L	Independent Study: Marketing Research Practicum	3

For the sixth course, students must either intern with a professor and participate in (better yet, coauthor) an actual research project, or intern with a marketing research firm and work on research projects.

Certificate in Retail Marketing and Management

The retail marketing and management certificate program is open to degree-seeking students only. This certificate 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	Introduction to Marketing – *GL*	3
MAR 4231	Retail Marketing	3
MAR 4232	Current Issues in Retail Marketing	3
MAR 4674	Marketing Analytics	3

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

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

The sales and customer relationship management certificate program is open to degree-seeking students only. This 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	Introduction to Marketing – *GL*	3
MAR 4400	Personal Selling	3
MAR 4415	Advanced Professional Selling	3
MAR 4860	Customer Relationship Management	3

Choose two of the following:

MAR 4403	Sales Management	3
MAR 4404	Business-to-Business Sales and Marketing	3
MAR 4643	Decision Making and Negotiations	3

Certificate in Social Media and Digital Marketing Analytics

The social media and digital marketing analytics certificate program is open to degree-seeking students only. Social media and digital marketing have changed business practices in every field. Thus, a new set of skills and competencies are required as students from a diverse set of majors and backgrounds engage in the technological future that lies before us. This certificate is designed to enhance a student's knowledge of social media and e-marketing as a core function of customer relationship management and stakeholder engagement. Students pursuing the program will learn about current trends, applications, online content management, content creation, user engagement, and user activity analysis. Many new positions are emerging from this field of study. The skills gained from this certificate program make students highly marketable for career that focus on or involve the following:

- Social media marketing management for a variety of organizations such as manufactures, retailers, news agencies, NGOs, government agencies, educational institutions, and firms dealing in travel, hospitality, tourism, healthcare, and technology.
- E-marketing and social media research and analysis, digital content management, and digital strategy development for organizations in the public and private sectors.
- Public relations, communications, community building, and consumer engagement planning for local, national, and international organizations.
- Quantitative and qualitative data collection for small, medium, and large firms.
- Social media outreach planning via multimedia platforms to foster healthier business-to-consumer and business-to-business relationships.

To earn the certificate in social media and digital marketing analytics, 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	Introduction to Marketing – *GL*	3
MAR 4503	Consumer Behavior	3
MAR 4733	Digital Marketing	3
MAR 4233	Social Media Marketing	3
MAR 4674	Marketing Analytics	3

Choose one of the following electives:

MAR 4323	Integrated Marketing Communication	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.