

Business Administration – Marketing Concentration

2025-2026 Undergraduate Catalog

Semester 1 - Fall				
	Credits	Major	CB Core	GEP
STCO 122 – Intro. to Public Speaking	3		X	E
ECON 201 – Macroeconomics	3		X	D
ENGL 101 – First-Year Composition	3			CS1
ORIE 101 – Intro. to Higher Education	1			
GEP Fine & Performing Arts	3			A
GEP Humanities	3			B
Semester Total	16			

Semester 2 - Spring				
	Credits	Major	CB Core	GEP
ECON 202 – Microeconomics	3		X	
IDIS 150 – First-Year FSU Colloquium	3			E
MATH 119–College Algebra	3		X	
GEP Humanities	3			B
GEP Social Science	3			D
Semester Total	15			

Semester 3 - Fall				
	Credits	Major	CB Core	GEP
ACCT 211 – Financial Accounting	3		X	
COSC 220 – Software Applications	3		TF	
MATH 109 – Probability & Statistics	3		X	CS3
MKTG 261 – Principles of Marketing	3		X	
GEP Natural Science	4			C
Semester Total	16			

Semester 4 – Spring				
	Credits	Major	CB Core	GEP
ACCT 212 – Managerial Accounting	3		X	
MGMT 251 – Mgmt. of Organizations	3		X	
MKTG 366 – Consumer Behavior	3	X		
Marketing Elective (1 of 5)	3	X		
General Elective	3			
Semester Total	15			

Semester 5 - Fall				
	Credits	Major	CB Core	GEP
* Fall only				
ENGL 330 – Business Writing	3			CS2
FINA 370 – Corporate Finance	3		X	
MKTG 462 * – Marketing Research	3	X		
BLAW 291 – Legal Envir. of Bus.	3		X	
Marketing Elective (2 of 5)	3	X		
Semester Total	15			

Semester 6 - Spring				
	Credits	Major	CB Core	GEP
MGMT 356 – Lead. & Human Behavior	3		X	
MGMT 355 – Operations Mgmt.	3		X	
MGMT 200 – Data Analytics	3		X	
GEP Natural Science	4			C
Marketing Elective (3 of 5)	3	X		
Semester Total	16			

Semester 7 - Fall				
	Credits	Major	CB Core	GEP
* Fall only				
General Elective	3			
MGMT 405 – Business Ethics	3		X	
MGMT 485 – Bus. Policy & Strategy	3		X	
Marketing Elective (4 of 5)	3	X		
MKTG 465* – Marketing Strategies	3	X		
Semester Total	15			

Semester 8 - Spring				
	Credits	Major	CB Core	GEP
** Spring only				
MKTG 469 ** – Marketing Plans Dev.	3	X		
GEP Identity & Difference	3			F
Marketing Elective (5 of 5)	3	X		
General Elective	3			
Semester Total	12			