



MUMA COLLEGE OF BUSINESS

BACHELOR OF SCIENCE: MARKETING

YEAR 1 FALL

ENC 1101
 MAC 1105
 General Education/Elective
 ECO 2013
 General Education/Elective

TOTAL: 15

YEAR 1 SPRING

3	MAC 2233	3
3	ECO 2023	3
3	Humanities State Core	3
3	CGS X100	3
3	General Education/Elective	3

TOTAL: 15

YEAR 2 FALL

Natural Science State Core
 ACG 2021 or ACG2001 + ACG 2011
 STA 2023
 SPC 2608 Public Speaking
 POS 2041 or AMH 2020

TOTAL: 15

YEAR 2 SPRING

3	ACG 2071	3
3	General Education/Elective	3
3	General Education/Elective	3
3	General Education/Elective	3
3	General Education/Elective	3

TOTAL: 15

YEAR 3 FALL USE

MAR 3023 Basic Marketing
 QMB 3302 Data Analytics for Business
 MAN 3025 Principles of Management
 ENC 3250 Professional Writing or ENC 3310 Expository Writing
 GEB 3033 Business Skills & Practices

TOTAL: 15

YEAR 3 SPRING USE

3	MAR 3700 Digital Marketing	3
3	MAR 4333 Promotion Management	3
3	FIN 3403 Principles of Finance	3
3	CAI 3801 Artificial Intelligence and Analytics for Organizations	3
3	Non-Business Elective	3

TOTAL: 15

YEAR 4 FALL USE

MAR 3613 Marketing Research
 MAR 4156 International Marketing
 MAR 3400 Professional Selling
 BUL 3320 Law & Business I
 MAN 4504 Operation & Supply Chain Management

TOTAL: 15

YEAR 4 SPRING USE

3	MAR 4824 Marketing Management Problems	3
3	Approved Upper Level Marketing Elective	3
3	GEB 4890 Strategic Management & Decision Making	3
3	Non-Business Elective	3
3	RMI 3004 Principles of Risk Management	3

TOTAL: 15

The following is additional information of the Muma College of Business:

- The Muma College of Business has a SEPARATE APPLICATION PROCESS from that of the University of South Florida. Please allow enough time to apply and receive acceptance to USF before applying to the Muma College of Business.
- All applicants must have a minimum cumulative GPA of 2.00 and have completed all seven state mandated prerequisite courses prior to starting at USF.
- All pre-requisite courses must be completed with a C, NOT C-, or better but maintain a 2.50 GPA or better within the prerequisite courses.
- Students must earn a grade of C or better in MAR 3023. Students must earn a grade of C- or better in all other business courses as long as they maintain a 2.00 GPA or better.

Students interested in the Muma College of Business may contact **Shaun Gonzalez at smgonza3@usf.edu**

For general transfer advising inquiries please contact **transfer-advising@usf.edu**

