

2016

Bachelor of Science in Marketing DEGREE CURRICULUM SHEET | 2015 CATALOG

Nova Southeastern University

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H. Wayne Huizenga School of Business and Entrepreneurship
DEGREE CURRICULUM SHEET | 2015 CATALOG
Bachelor of Science in Marketing



GENERAL EDUCATION REQUIREMENTS

Area/Course	Credits	Frequency
Written Composition		
<i>6 credits at or above COMP 1500</i>		
COMP 1500 College Writing	3	FW
COMP 2000 Advanced College Writing	3	FW
Mathematics		
<i>6 credits at or above MATH 1040</i>		
MATH 1040 Algebra for College Students	3	FW
MATH 2020 Applied Statistics	3	FW
Arts & Humanities		
<i>6 credits in HIST, ARTS, PHIL, HUMN, LITR, THEA, FILM, MUSC, DANC, WRIT, foreign language</i>		
Open Arts & Humanities	3	FW
Open Arts & Humanities	3	FW
Social & Behavioral Sciences		
<i>6 credits in PSYC, SOCL, ANTH, ECN, COMM, GEOG, GEST, INST, POLS</i>		
ECN 2020 Principles of Microeconomics	3	FW
ECN 2025 Principles of Macroeconomics	3	FW
Science		
<i>6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS</i>		
Open Science	3	FW
Open Science	3	FW
Total General Education Credits	30	

OPEN ELECTIVES

Open Electives	27	
Total Open Elective Credits	27	

BUSINESS CORE

Course	Credits	Frequency
ACT 2200 Financial Accounting	3	FW
ACT 2300 Managerial Accounting	3	FW
FIN 3010 Corporation Finance	3	FW
INB 3550 International Business	3	FW
ISM 3660 Management Information Systems*	3	FW
MGT 2050 Principles of Management	3	FW
MGT 2150 Business Law I	3	FW
MGT 4100 Business Ethics	3	FW
MGT 4170 Organizational Behavior	3	FW
MGT 4880 Business Strategy and Policy	3	FW
MKT 3050 Marketing Principles and Applications	3	FW
OPS 3880 Operations Management	3	FW
*TECH 1110 is a prerequisite	3	FW
Total Credits	39	

MAJOR

Course	Credits	Frequency
MKT 3060 Consumer Behavior	3	FW
MKT 4100 Integrated Marketing Communications	3	FW
MKT 4700 Marketing Research	3	W
MKT 4710 Marketing Strategy	3	W
Total Major Credits	12	

CONCENTRATION

Take 4 concentration courses	12	
Total MKT Concentration Credits	12	

Frequency Key F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter

TOTAL CREDITS 120



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CONCENTRATION SHEET | 2015 CATALOG
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There are five Concentrations available, choose one of the following:

MARKETING MANAGEMENT

Course	Credits	Frequency
MKT 3210: Professional Selling	3	FW
MKT 3100: Services Marketing	3	FW
MKT 3800: Entrepreneurial Marketing	3	FW
MKT 3900: Marketing Internship	3	FW
Total Concentration Credits	12	

DIGITAL AND SOCIAL MEDIA

Course	Credits	Frequency
MKT 3600: Digital and Search Engine Marketing	3	FW
MKT 3605: Content Marketing	3	W
MKT 3610: Social Networking	3	W
MKT 3900: Marketing Internship	3	FW
Total Concentration Credits	12	

PROFESSIONAL SALES

Course	Credits	Frequency
MKT 3210: Professional Selling	3	FW
MKT 3220: Advanced Selling	3	F
MKT 3230: Managing the Sales Force	3	F
MKT 3900: Marketing Internship	3	FW
Total Concentration Credits	12	

SERVICE INDUSTRIES

Course	Credits	Frequency
MKT 3100: Services Marketing	3	FW
MKT 3110: Retail Management	3	W
MKT 3510: Customer Value & Relationship Marketing	3	FW
MKT 3900: Marketing Internship	3	FW
Total Concentration Credits	12	

GLOBAL AND REGIONAL MARKETS

Course	Credits	Frequency
MKT 3320: International Marketing	3	FW
INB 4300: Export/Import Trade	3	F
ECN 4300: International Economics	3	W
MKT 3900: Marketing Internship	3	FW
Total Concentration Credits	12	

Frequency Key: F-Fall; W-Winter; Y-Year round; A-Alternate, every other



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 SAMPLE FOUR YEAR CURRICULUM | 2015 CATALOG
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Freshman Year			
Fall		Winter	
Course	Credits	Course	Credits
COMP 1500: College Writing	3	COMP 2000: Advanced College Writing	3
MATH 1040: Algebra for College Students	3	MATH 2020: Applied Statistics	3
MGT 2050: Principles of Management	3	MGT 2150: Business Law I	3
TECH 1110: Technology in Information Age	3	General Education: Science	3
General Education: Science	3	General Education: Arts and Humanities	3
Total Credits	15	Total Credits	15
Sophomore Year			
Fall		Winter	
Course	Credits	Course	Credits
ACT 2200: Financial Accounting	3	ACT 2300: Managerial Accounting	3
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3
MKT 3050: Marketing Principles and Applications	3	ISM 3660: Management Information Systems	3
General Education: Arts and Humanities	3	MKT 3060: Consumer Behavior	3
Open elective	3	MKT Concentration Course/Open elective	3
Total Credits	15	Total Credits	15
Junior Year			
Fall		Winter	
Course	Credits	Course	Credits
FIN 3010: Corporation Finance	3	MGT 4170: Organizational Behavior	3
INB 3550: International Business	3	MKT 4100: Integrated Marketing Communication	3
MKT 3900: Marketing Internship	3	MKT 4700: Marketing Research	3
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3
Total Credits	15	Total Credits	15
Senior Year			
Fall		Winter	
Course	Credits	Course	Credits
MGT 4100: Business Ethics	3	MGT 4880: Business Strategy and Policy	3
OPS 3880: Operations Management	3	MKT 4710: Marketing Strategy	3
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3
MKT Concentration Course/Open elective	3	MKT Concentration Course/Open elective	3
Total Credits	15	Total Credits	15
TOTAL CREDITS: 120			