B.S.B.A. IN MARKETING

The Marketing major area of specialization provides business students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major area of specialization prepares students to practice marketing in a changing competitive environment. Specifically, it covers the 4 Ps of marketing (i.e., product/service, price, promotion and place/distribution) from a managerial perspective. Additionally, the marketing program of study is flexible, allowing business students to concentrate on specific areas of professional pursuit such as sales management, advertising, retailing, or marketing research.

A program of study in marketing offers students a comprehensive understanding of such topics as:
- The critical role within organizations;
- Identification of markets for products and services through better understanding and analysis of consumers’ wants and needs;
- The nature of global competition and identification of viable competitive strategies;
- Methods used in planning and implementing marketing strategies;
- The legal and ethical responsibilities of marketers.

Curriculum Requirements

Major Area of Specialization in Marketing (People & Society)

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BSBA in Marketing must complete the BSBA Business Core and the specific coursework for the Marketing major area of specialization as follows:

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<td>MGT 401</td>
<td>Strategic Management (must be taken in the final semester)</td>
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<td>MKT 201</td>
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<td>or MKT 301</td>
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<td>MAS 342</td>
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<td>MAS 442</td>
<td>Stochastic Models in Operations Research</td>
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<td>MAS 547</td>
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<td>Supply Chain Strategy</td>
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**Major Area of Specialization in Marketing**

1. MKT 201 / MKT 301: Foundations of Marketing (taken as part of the Business Core; prerequisite for all other MKT courses)
2. MKT 302: Marketing Research and Market Analysis (pre-requisites MKT 201 / MKT 301 & MAS 202 or MAS 312)
3. MKT 403: Marketing Management (pre-requisite FIN 302 and pre- or co-requisite of MKT 302)

**Major Choice Courses** - Select three MKT courses (9 credit hours). At most, one course (3 credit hours) identified as STEM may be selected from the available choice courses.

1. MKT 310: Consumer Behavior and Marketing Strategy
2. MKT 320: Retailing
3. MKT 340: Professional Selling
4. MKT 350: Luxury Marketing
5. MKT 360: International Marketing
6. MKT 380: New Product Development
7. MKT 385: Marketing for Entrepreneurs
8. MKT 386: Advertising Management
9. MKT 387: Digital Marketing
10. MKT 388: Health Care Marketing
11. MKT 389: Fundamentals of Digital Marketing Analytics
12. MKT 469: International Marketing Management (pre-requisite of MKT 360 and pre- or co-requisite of MKT 302)
13. MKT 498: Special Topics in Marketing (People and Society)
14. MKT 499: Special Topics in Marketing (STEM Topics - only 3 credit hours permitted from this area)

**Total Credit Hours** 120

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1. **NOTE:** ENG 105 and ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.

2. At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the academic advisor.

3. Students who do not earn at least a C- in ENG 106 must either repeat ENG 106 and earn at least a C- or complete ENG 230 with at least a C- before enrolling in BUS 300.

4. In order to pursue a major area of specialization in Marketing, a student must earn a grade of "B" (grade point of 3.0) or higher in MKT 201/MKT 301 (note that a grade of B- does not qualify).

5. All specific coursework for the major area of specialization in Marketing must be completed with a grade of "C-" or higher (except for the minimum "B" grade required for MKT 201/MKT 301 as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All graded departmental courses in Marketing will be calculated into the major GPA.

6. All courses must be completed within the current prerequisite structure.

7. MKT 201 is intended for freshman business students only. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher. Students may not take both MKT 201 and MKT 301.
Sample Plan of Study

This Sample Plan of Study represents one possible version of a new freshman business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors, or a major and a minor, within Miami Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge is Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

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