



GUARANTEED ADMISSION TO USF

**MUMA COLLEGE OF BUSINESS
BACHELOR OF SCIENCE: MARKETING
CATALOG 2017 – 2018**



Graduation Pathway Starting at **SPC** St. Petersburg College

Students completing the following courses and requirements in combination with an AA from St. Petersburg College will have automatically satisfied requirements to begin upper level coursework.

COLLEGE - BUSINESS

Intended Program of Study- B.S. Marketing

- Limited Access- **Yes** (2.5-2.75 GPA*; Prerequisite completion)

*Current admission requirements are 2.50 GPA and students will be given at least one year notice if we increase the minimum GPA requirement

- College Application Required- **Yes**
- Tests Required- **None**
- (College) Foreign Language Exit Required- **No**

PREREQUISITE COURSES

(Common State Prerequisites) (C or higher in all courses)

USF Courses

ACG 2021 (Pre-req for ACG 2071)
 ACG 2071
 CGS 2100
 ECO 2013
 ECO 2023
 MAC 2233
 QMB 2100

SPC Course Equivalent

ACG 2021
 ACG 2071
 CGS 1100
 ECO 2013
 ECO 2023
 MAC 2233
 STA 2023

START ST. PETERSBURG COLLEGE

The following course sequence is purely a suggested semester by semester plan for completion of requirements of the A.A. and prerequisite courses. A unique plan developed in consultation with an advisor at both SPC and USF may differ depending on student circumstances.

YEAR 1 SPC

FALL

ENC 1101 3
 MAC 1105 3
 ECO 2013 3
 EVR 1328 3
 HUM 2270 3

SPRING

ENC 1102 3
 BUL 2241 3
 ECO 2023 3
 GEB 1011 3
 BSC 1005C 3

TOTAL: 15

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YEAR 2 SPC

FALL

CGS 1100 3
 POS 2041 3
 MAC 2233 3
 ACG 2021 3
 HUM 1020 3

SPRING

PHI 1600 3
 SPC 1608 3
 ACG 2071 3
 STA 2023 3
 MAN 2021 3

TOTAL: 15

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Graduate with A.A. from SPC

****YEAR 2 Fall/Spring****

USF application should be submitted by early spring of year 2 (or last term of year leading into intended transfer) to ensure timely review.

USF START

YEAR 3 USF

FALL		SPRING	
MAR 3023 Basic Marketing	3	MAR 3823 Marketing Management	3
QMB 3200 Business & Economic Statistics II	3	MAR 4333 Promotion Management	3
ISM 3011 Information Systems in Organizations	3	FIN 3403 Principles of Finance	3
ENC 3250 Professional Writing	3	MAN 3025 Principles of Management	3
GEB 3033 Business Skills & Practices	3	Non-Business Elective	3

TOTAL: 15

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YEAR 4 USF

FALL		SPRING	
MAR 3613 Marketing Research	3	MAR 4824 Marketing Management Problems	3
MAR 4156 International Marketing	3	Approved Upper Level Marketing Elective	3
MAR 3400 Professional Selling	3	GEB 4890 Strategic Mgmt. & Decision Making	3
BUL 3320 Law & Business I	3	Non-Business Elective	3
MAN 4504 Operation & Supply Chain Mgmt.	3	Free Elective	3

TOTAL: 15

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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 2.50-2.75
- All pre-requisite courses must be completed with a C- or better, Marketing majors must earn a C or better in QMB 2100 or STA2023, but maintain a 2.00 GPA or better within the prerequisite courses.
- Students must earn a grade of C or better, NOT C-, in all marketing courses.
- Students must earn a grade of C- or better in all business courses, but must 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**

Students interested in the Marketing major within the Muma College of Business may contact the SPC or USF Academic Advising Office and speak to any of our advisors regarding questions about this major.

USF Direct Advisor Contacts

Justine Nandkishorelal, justinen@usf.edu, 813-974-9959

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SPC Direct Advisor Contacts

Clearwater Campus:

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