



GUARANTEED ADMISSION TO USF

MUMA COLLEGE OF BUSINESS
BACHELOR OF SCIENCE: MARKETING



Graduation Pathway Starting at



HCC

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

COLLEGE – BUSINESS

Intended Program of Study- B.S. Marketing

- Limited Access Program- **Yes** (2.50-2.75 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**, *beginning with students initially entering a Florida College System institution or state university in 2014-2015 and thereafter, coursework for an associate in arts degree shall include demonstration of competency in a foreign language.*

PREREQUISITE COURSES

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

USF Courses

ACG 2021 (Pre-req for ACG 2071)
 ACG 2071
 CGS2100
 ECO 2013
 ECO 2023
 MAC 2233
 QMB 2100

HCC Course Equivalent

ACG 2021
 ACG 2071
 CGS 1000
 ECO 2013
 ECO 2023
 MAC 2233
 STA 2023

Start Hillsborough Community College

The following course sequence is a guideline for completion of requirements of the A.A. and prerequisite courses. In cases where courses are not specified, students should consult the HCC advising guide to select the appropriate option.. A unique plan developed in consultation with an advisor at both HCC and USF may differ depending on student circumstances.

YEAR 1 HCC

FALL

ENC 1101 3
 MAC 1105 3
 CGS 1000 3
 Behavioral Science Gen. Ed. 3

TOTAL: 12

SPRING

ENC 1102 3
 MAC 2233 4
 SPC 1608 3
 History/Political Sci. Gen. Ed. 3

TOTAL: 13

SUMMER

State Core Humanities 3
 ECO 2013* 3
 Elective 3

*Satisfies Behav./Hist/Econ. Gen. Ed.

TOTAL: 9

If a student begins their degree above MAC1105 there will be space for an additional elective course. Courses with business topics can be taken, but will only satisfy AA degree requirements, not business major credits at USF (with the exception of GEB2350). FIN 1100 will count as a non-business course at USF. No additional ACG courses should be taken.

YEAR 2 HCC

FALL

ACG 2021 3
 ECO 2023 3
 Biological Science General Ed.* 3-4
 Humanities 3

*Recommend BSC1005/L

TOTAL: 12-13

SPRING

ACG 2071 3
 STA 2023 3
 Physical Science General Ed. 3-4
 Elective 3
 IDS 2891 1

TOTAL: 13-14

Graduate with A.A. from HCC

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 FALL USE

MAR 3023 Basic Marketing
 QMB 3200 Business & Economic Statistics II
 ISM 3011 Information Systems in Organizations
 ENC 3250 Professional Writing
 GEB 3033 Business Skills & Practices

TOTAL: 15

YEAR 3 SPRING USE

3	MAR 3823 Marketing Management	3
3	MAR 4333 Promotion Management	3
3	FIN 3403 Principles of Finance	3
3	MAN 3025 Principles of Management	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 Manag.

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	Free Elective	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 2.50-2.75
- 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**

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