

**MUMA COLLEGE OF BUSINESS-
ZIMMERMAN ADVERTISING PROGRAM (ZAP) 2016-2017 Catalog**

A. FOUNDATIONS OF KNOWLEDGE & LEARNING (FKL)

- 36 hours with a 2.0 GPA average & grade of "C-" or better required in all courses
- 2 courses (6 hours) must be within the **Human Historical Context & Process (HHCP)** dimension

1. ENGLISH COMPOSITION (6 hours required)

ENC 1101- Composition I _____

ENC 1102- Composition II _____

2. MATHEMATICS/REASONING (6 hours required)

MAC 2233- Business Calculus (PR: MAC 1105 ♦) _____

QMB 2100- Business & Economic Statistics I (*) _____

3. NATURAL SCIENCES (6 hours required)

*One course must be from **General Education Core Science**

Life Science _____

Physical Science _____

4. SOCIAL & BEHAVIORAL SCIENCES (6 hours required)

ECO 2013- Macroeconomics _____

MMC 3602- Mass Communications & Society _____

5. HUMANITIES (6 hours required)

SPC 2608- Public Speaking _____

Must be a General Education Core Humanities _____

6. FINE ARTS (3 hours required)

7. HUMAN & CULTURAL DIVERSITY/GLOBAL CONTEXT

(3 hours required)

B. EXIT REQUIREMENTS

1. CAPSTONE COURSE (3 hours)

GEB 4890- Strategic Management (* & **) _____

2. WRITING INTENSIVE (3 hours)

ENC 3250- Professional Writing OR ENC 3310 (**) _____

C. GENERAL ELECTIVES

See Advisor for any additional electives needed.

SLS 2901- Academic Foundations _____

D. REQUIRED NON-BUSINESS COURSES

- Must earn minimum of **54 hours** of Non-Business coursework
- SPC 2608- Public Speaking _____
- ENC 3250- Professional Writing OR ENC 3310 _____
- ECO 2013- Macroeconomics _____
- ECO 2023- Microeconomics _____
- MMC 2100 (PR: EDT Score of 60) _____
- MMC 3602 _____

E. BUSINESS CORE (Grade of "C-" or better required in each course)

- Must earn minimum of 60 hours of Business coursework
- **7 State Mandated Common Pre-Requisite Courses** include ACG 2021, ACG 2071, ECO 2013, ECO 2023, QMB 2100, CGS 2100 & MAC 2233

ACG 2021- Principles of Financial Accounting (***) _____

ACG 2071- Principles of Managerial Accounting (***) _____

(PR: ACG 2021) _____

QMB 2100- Business & Economic Statistics I _____

QMB 3200- Bus & Economic Statistics II _____

(PR: QMB 2100, MAC 2233) _____

BUL 3320- Law & Business I _____

FIN 3403- Principles of Finance _____

(PR: ACG 2021, ACG 2071, ECO 2013, ECO 2023) _____

ISM 3011- Info Systems in Organizations (****) _____

(PR: CGS 2100) _____

MAN 3025- Principles of Management _____

MAN 4504- Operations & Supply Chain Management _____

MAR 3023- Principles of Marketing (*****) _____

GEB 4890- Strategic Management - take in final semester _____

(PR: MAN 3025, MAR 3023, FIN 3403) _____

F. MAJOR (26 Hours)

- Must meet Muma College of Business admission requirements prior to registering for courses in any business major.
- A grade of "C" is required for ALL courses and a 2.00 GPA
- In the major 15 of the 21 Advertising hours and 12 of the 17 Marketing hours must be taken in residency at USF Tampa.

ADV 3008 Intro. to Advertising (PR: MMC 3602 & MMC 2100) (3) _____

ADV 3101 Advertising Creativity (3) _____

ADV 3300 Advertising Media Strategy (3) _____

ADV 4600 Advertising Management (3) _____

ADV 4800 Advertising Campaigns (3) _____

PR: ADV 3300; ADV 3101; MAR 3823; & MAR 3613

ADV 4940 Advertising Practicum (2) _____

MMC 4936 Mass Comm: Brantailing (3) _____

MAR 3613 Marketing Research (3) _____

MAR 4503 Buyer Behavior (3) _____

Required Mass Comm Courses:

MMC 2100 Writing for the Mass Media (3) _____

MMC 3602 Mass Comm & Society (3) _____

Required Non-Business Electives:

GEB 2935 Selected Topics in Business: Speaker Series (1) _____

SLS 2901 Academic Foundations Seminar- ZAP (3) _____

G. BUSINESS ELECTIVES

CGS 2100- Computers in Business (3) _____

MAR 3823 Marketing Management (3) _____

MAR 4933 Select Topics in Mkt: Social Media App. (3) _____

MAR XXX Upper-Level Marketing Elective (3) _____

ADV

Major Studies Code

This box office use only.

Date of Eval: _____

Advisor Initials: _____ **MC** _____

Student U#: _____

Student Name: _____

Catalog Year: 2016-2017 _____

Transfer Hours: _____

General Ed. Met: [] YES [] NO

FL. AA Degree: [] YES [] NO

FELENT Completed: [] YES [] NO

Summer Hrs. Completed: [] YES [] NO

MUMA COLLEGE OF BUSINESS ADMISSION REQUIREMENTS

- 60 semester hours completed
- 2.50 – 2.75 GPA on all college work
- 2.00 GPA on all credits attempted at USF
- 2.00 GPA in the 7 state mandated pre-requisite courses with a "C-" or better

ADDITIONAL REQUIREMENTS

- Muma College of Business approved International Course (see approved course list)
- USF & Muma College of Business residency at the Tampa Campus
 - o 30 of last 60 hours must be taken at USF
 - o Half of business hours must be taken at USF Tampa campus only
 - o Additional major specific residency requirements are required. See major specific curriculum sheet for details.
- 42 hours upper level courses (3000-4000 level)
- 54 non-business hours
- Minimum of 120 credit hours to graduate
- Gordon Rule Computation & Communication requirements (4 writing courses, 2 math courses)

**Muma College of Business
Undergraduate Advising
University of South Florida
4202 East Fowler Avenue, BSN 3403
Tampa, Florida 33620**

**Office Location: BSN2102
Phone: (813) 974-4290
Fax: (813) 974-2797**

Sample 4 Year Program Plan

Year 1 FALL

CGS 2100- Computers in Business	3
ENC 1101- Freshman Composition I	3
MAC 2233- Business Calculus (Based on SAT/ACT/CPT) *	3
SPC 2608-Public Speaking	3
SLS 2901-ZAP Academic Foundations Seminar	2
Total:	14 credits

Year 1 SPRING

ENC 1102- Freshman Composition II	3
MMC 2100- Writing for the Mass Media	3
FKL: Natural Science-(Life Science)**	3
FKL: General Education Core Humanities	3
SLS 2901-ZAP Academic Foundations Seminar	1
FKL: Fine Arts	3
Total:	16 credits

Year 1 SUMMER

Study Abroad Program	
MAR 3023- Basic Marketing (Request permission for international req.)	3
MMC 3602- Mass Comm in Society	3
Total:	6 credits

Year 2 FALL

ACG 2021- Financial Accounting	3
ECO 2013- Macroeconomics	3
FKL: Human & Cultural Diversity in a Global Context	3
FKL: Natural Science (Physical)**	3
ENC 3250- Professional Writing	3
Total:	15 credits

Year 2 SPRING

ACG 2071- Managerial Accounting	3
ECO 2023- Microeconomics	3
QMB 2100- Business Statistics I	3
ADV 3008- Intro. to Advertising	3
GEB 2935- Speaker Series	1
Total:	13 credits

Year 2 SUMMER

ADV 4940- Advertising Practicum	1
Total:	1 credit

Year 3 FALL

QMB 3200- Business Statistics II	3
MAR 3823- Marketing Management (Elective)	3
MAR 3613- Marketing Research	3
ADV 3101- Advertising Creativity	3
<i>Elective (Int'l if needed)</i>	3
Total:	15 credits

Year 3 SPRING

FIN 3403- Principles of Finance	3
ADV 3300- Advertising Media Strategy	3
MAR XXXX- Upper Level Marketing Elective	3
ISM 3011- Info. Systems in Organizations	3
Total:	12 credits

YEAR 3 Summer

Zimmerman Internship	
ADV 4940- Advertising Practicum	1
MMC 4936- Brandtailing	3
Total:	4 credits

Year 4 FALL

MAN 3025- Principles of Management	3
ADV 4600- Advertising Management	3
BUL 3320- Business Law	3
MAN 4504- Operations & Supply Chain Management	3
Total:	12 credits

Year 4 SPRING

GEB 4890- Strategic Management	3
ADV 4910- Advertising Campaigns I	3
MAR XXXX Digital Marketing	3
MAR 4503- Buyer Behavior	3
Total:	12 credits

YEAR 4 Summer

<i>*Graduate Program Begins*</i>	
Total:	

**Total= 120 credit hours for
undergraduate degree: BAV**