

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>4-29-24</u> UFS Approval _____ Banner _____ Catalog _____
	Department <u>Marketing</u> College <u>Business</u>		
Program Name Advertising Concentration	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2024	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>Removal from catalog Students can no longer complete the requirements of the Advertising Concentration (2 required courses plus 3 electives) and graduate on time since Consumer Behavior MAR4503 and Marketing Research MAR4613 are now required for the major. This would put them over the 18 credits needed for the Marketing Major</p>			
<p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179		Consult and list departments that may be affected by the change(s) and attach documentation	
Approved by Department Chair <u><i>Korey</i></u> College Curriculum Chair <u><i>Julia Higgs</i></u> College Dean <u><i>[Signature]</i></u> UUPC Chair <u><i>Korey Sarga</i></u> Undergraduate Studies Dean <u><i>Dan Meeroff</i></u> UFS President _____ Provost _____		Date 4/9/2024 <u>4-15-24</u> <u>4/15/24</u> <u>4-29-24</u> <u>4-29-24</u>	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

BACHELOR OF SCIENCE (B.S.)

Advertising Concentration

[Link to minors and certificate](#)

Along with the University and College of Business degree requirements listed in the [Degree Requirements](#) section of this catalog, Marketing students must complete the requirements below.

Prerequisite Coursework for Transfer Students

Students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the Intellectual Foundations Program) and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the [Transition Guides](#).

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

Pre-Business Foundation Coursework

These are previously listed under the heading [Degree Requirements \(B.B.A. and B.S.\)](#) and subheading Pre-Business Foundation Coursework in this section.

Business Core Requirements

These are previously listed under the heading [Degree Requirements \(B.B.A. and B.S.\)](#) and subheading College of Business Core in this section. Marketing Management (MAR 3023) is a Business Core requirement and a prerequisite for all 4000-level marketing courses.

Marketing Department Major Programs (Changes effective fall 2024.)

The Marketing program, including the Advertising concentration, consists of 18

credits of Marketing coursework (excluding MAR 3023), in addition to the college pre-business and core coursework. The General Marketing major requires three specific courses (Consumer Behavior, Marketing Research and Information Systems and Marketing Strategy) plus three (9 credits) of upper-division marketing electives. ~~Students who major in Marketing are required to take Marketing Strategy (MAR 4803) and four other marketing electives (15 total credits) beyond Marketing Management (MAR 3023). An Advertising concentration is available. Students in the Advertising concentration choosing advertising are required to take Principles of Advertising (MAR 3326), and Marketing Strategy (MAR 4803), and choose any three of the four five courses listed below for the Advertising concentration and a Marketing elective to meet the minimum of 18 credits of Marketing coursework.~~ A grade of "C" or better is required in all major courses.

General Marketing Major

Consumer Behavior	MAR 4503
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RI: Marketing Research and Information Systems	MAR 4613
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Marketing Strategy	MAR 4803
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Plus the following ~~three~~ four

Marketing elective (upper divison)	MAR
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Marketing elective (upper divison)	MAR
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Marketing elective (upper divison)	MAR
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Marketing elective	MAR
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Advertising Concentration

Principles of Advertising	MAR 3326
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Marketing Strategy	MAR 4803
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Plus three of the following

Advertising Internship	MAR 4940
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Promotional Management	MAR 4323
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Creative Advertising Strategy: Concepts and Design	MAR 4334
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Digital Marketing	MAR 4721
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Plus the following

Marketing elective (upper divison)	MAR
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One of the following Hospitality courses may be substituted for 3 MAR credits:

HFT 3741 Meetings and Events Management

HFT 4240 Excellence in Guest Service Management

HFT 4503 Hospitality Marketing and Revenue Management Practices