



HEAVENER SCHOOL OF BUSINESS
Business Administration: Marketing
Bachelor of Science with Innovation Minor
*Suggested Schedule**

FIRST YEAR			
Semester 1 (Spring)		Semester 2 (Summer)	
ECO 2023 Principles of Microeconomics (GE-S)	4	ECO 2013 Principles of Macroeconomics (State Core GE-S)	4
Elective (MAC1140 Pre-calculus if needed)	3	MAC 2233 Survey of Calculus 1 (State Core GE-M)	3
Elective (GEB2015 Introduction to Business)	1	IDS 1359 Innovation in Action	2
Composition (State GE-C, WR)	3	AMH 2020 (GE & Civic Literacy Requirement)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	Humanities (State GE-H)	3
TOTAL	13	TOTAL	15
SECOND YEAR			
Semester 3 (Spring)		Semester 4 (Summer)	
ACG 2021 Introduction to Financial Accounting	4	ACG 2071 Managerial Accounting	4
CGS 2531 Problem Solving Using Computers or ISM 3013 Intro to Information Systems	3-4	STA 2023 Introduction to Statistics (GE-M)	3
GEB 3213 (WR), GEB 3218, SPC 2608 or ENC 3312 (WR)	3	MAR 3023 Principles of Marketing (GE-S)	4
ENT 3003 Principles of Entrepreneurship or EGN 4641 Engineering Entrepreneurship (IA Minor)	3-4	AEC 3410 Fostering Innovation through Leadership or EGS 4038 Engineering Leadership (IA minor)	3
TOTAL	13-15	International (GE-N, WR)w	3
		TOTAL	17
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
MAR 3503 Consumer Behavior	4	MAN 3025 Principles of Management (GE-S)	4
MAN 3240 Organizations: Structure and Behavior	4	ENT 4015 The Venture Accelerator or IDS 4950 IA Senior Project (IA Minor)	2
MAR Elective 3000 or 4000 level	3	FIN 3403 Business Finance	4
Elective	2	GEB 4941 Internship	1
PHI 2631 Ethics and Innovation (GE-H, 2K WR)	3	Composition (GE-C, WR)	3
TOTAL	16	TOTAL	14
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
GEB 3373 International Business	4	BUL 4310 Legal Environment of Business	4
MAR Elective 3000 or 4000 level	4	MAN 4504 Operations Management	4
Biological or Physical Science (State GE-B/P)	4	AMH 2020 (GE-D and Civic Literacy Requirement)	3
QMB 3250 Statistics for Business Decisions	4	MAR 4803 Marketing Management	4
TOTAL	16	TOTAL	15

TOTAL CREDITS TO DEGREE = 120

Last Updated November 2024

* For Detailed tracking and degree requirements please refer to the [UF catalog](#).