

Inter American University of Puerto Rico

Orlando Cyber Center

Marketing (Mercadeo)

Marketing is one of the most important functional areas of business administration. It consists of a variety of activities designed to serve not only large or small enterprises, but also the individual consumer. It is also considered the link between production and consumption, therefore, affecting the nature and level of employment, the means of communication, the distribution of products and services, and the degree of social and personal satisfaction. Students must pass all courses required in the major with a minimum grade of "C".

The purpose of the marketing program is to provide the student with the theoretical and practical knowledge of this discipline to ensure the development of sensible marketing and wise consumerism.

The requirements for the Bachelor in Business Administration Degree in Marketing include 48 general education credits, 41 core course credits, 18 major credits, 9 prescribed distributive (elective concentration) credits, and 6 elective credits.

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING (REQUISITOS DEL GRADO)

General Education Requirements	48 credits
Core Course Requirements	41 credits
Major Requirements	18 credits
Prescribed Distributive Requirements	9 credits
Elective Courses	<u>6 credits</u>
Total	122

Major Requirements - 18 credits

MKTG 2220	Strategic Marketing Management	3
MKTG 2223	Consumer Behavior	3
MKTG 3230	Promotion	3
MKTG 4243	Marketing Research	3
MKTG 4244	International Marketing	3
MKTG 4245	Marketing and Electronic Business	3

Prescribed Distributive Requirements - 9 credits

Nine (9) additional credits in Marketing from the 3000 or 4000 levels.

Elective Requirements - 6 credits

Please contact the undergraduate catalog for elective courses. (Favor de contactar el catálogo sub-graduado para ver lista de cursos electivos).

This program is offered online through Ponce Campus please contact 407-218-4164 for more information.

(El programa se ofrece en línea a través del Recinto de Ponce para más información llamar al 407-218-4164).