

Minors

MARKETING: Minor

(Open to Business and Non-Business Students)
College of Business Administration
Department of Marketing, BA2 307S

Credit Hour Requirements Required Courses

MAR 3023 Marketing

19 hrs
(4 hrs)

4 hrs

Restricted Electives

Select four or five:

MAR 3323 Integrated Marketing Communication
MAR 3391 Professional Selling
MAR 3403 Sales Force Management
MAR 3503 Consumer Behavior
MAR 3613 Marketing Analysis and Research
MAR 3641 Marketing Intelligence
MAR 3721 e-Marketing
MAR 4156 International Marketing or
MAR 4724 Strategic Foundations in Global e-Business
MAR 4231 Retailing Management
MAR 4711 Sport Marketing
MAR 4712 Healthcare Marketing
MAR 4715 Entertainment Marketing
*MAR 4803 Marketing Management
*MAR 4804 Marketing Strategy
MAR 4841 Services Marketing
MAR 4XXX Contemporary Marketing Topics in Florida

(12-15 hrs)

*Requires prerequisites in addition to MAR 3023

Restricted Non-Marketing Elective

(0-3 hrs)

Three hours of coursework may be chosen outside of marketing from the list below. However, other courses outside Marketing will also be considered—approval by petition to the Department.

ADV 3008, ANT 3640, COM 3011C, COM 3311, COM 3120, COM 3110, ENC 3211, EXP 3404, HSA 3111, PHI 3803, PPE 3003, PSY 3213C, RTV 3007, SOP 3004, SPC 3301, SPC 4331, SPC 4426, STA 4102, SYA 4300C, MAN 4720.

Other Requirements

- A minimum GPA of 2.0 is required in all courses used to satisfy the minor.
- Grades below “C” (2.0) or “S” grades from other institutions are not accepted.
- Courses taken at community colleges do not substitute for upper division courses.
- Courses transferred must be formally evaluated for equivalency credit. The student must provide a course syllabus and any other supporting information with his/her petition for this evaluation.
- At least nine hours used in the minor must be earned at UCF within the department.
- No credit by exam (TSD, Military credit) may be used. Internship, Independent Study, or Directed Research credit cannot be used toward the minor.
- A maximum of 6 hours of the above listed required or elective courses can count toward another major or minor degree program.

MASS COMMUNICATION: Minor

College of Sciences
Nicholson School of Communication
COM 238, 407-823-2681

<http://communication.cos.ucf.edu>

E-mail: communication@ucf.edu

Contact: M. A. Shaver, 407-823-2681; S. Jefferson, 407-823-3978
Not open to Ad/PR, Interpersonal/Organizational Communication, Journalism, or Radio/TV majors.

Credit Hour Requirements

18 hrs

Restricted Electives

(18 hrs)

Select from the following:

MMC 2004 Mass Media
ADV 3008 Principles of Advertising
COM 3330 Computer Mediated Communication
FIL 2030 History of Motion Pictures
FIL 3006 Art of the Cinema
FIL 3041 History of Animated Films I
JOU 3004 History of American Journalism

MMC 3420 Mass Media Research Methods
MMC 3200 Mass Communication Law
MMC 4300 International Media
PUR 4000 Public Relations
RTV 3007 Dev & Struct of Elect Media & New Tech
RTV 3200 Prod Fund & Aesth of Elect Media
RTV 4403 Electronic Media, Technology and Society

Other Requirements

- A minimum GPA of 2.0 is required in all courses used to satisfy the minor.
- Grades below “C” (2.0) in lower level courses are not accepted.
- At least 12 hours used in the minor must be earned at UCF within the School of Communication.
- No credit by exam (TSD, Military credit) may be used.
- Internship, Co-op, or Independent Study credit cannot be used toward the minor without departmental permission.

MATHEMATICS: Minor

College of Sciences
Department of Mathematics, MAP 207

<http://math.ucf.edu>

E-mail: math@mail.ucf.edu

Contact: H. Martin, MAP 215A, 407-823-5700,

E-mail: martin@math.ucf.edu

Credit Hour Requirements

21 hrs

Required Courses

MAC 2311 Calculus with Analytic Geo I 4 hrs
MAC 2312 Calculus with Analytic Geo II 4 hrs
MAC 2313 Calculus with Analytic Geo III 4 hrs
MAP 2302 Differential Equations 3 hrs

(MAC 2311 and MAC 2312 may be waived by the Department Standards Committee for a student with adequate high school preparation in calculus. The student would increase Restricted Electives' hours accordingly to earn the hours required in the minor.)

Restricted Electives

(6 hrs)

The Restricted Electives must be taken from the Department of Mathematics at UCF and must include one course at the 4000-5000 level.

MAA XXXX (any 3000, 4000, or 5000 level course)
MAD XXXX (any 3000, 4000, or 5000 level course)
MAP XXXX (any 3000, 4000, or 5000 level course, except MAP 3401)
MAS XXXX (any 3000, 4000, or 5000 level course)
MTG XXXX (any 3000, 4000, or 5000 level course)

any mathematics Honors courses that are approved for this purpose by the Department Standards Committee.

(Either MAS 3105 or MAS 3106 may be used but not both. Courses may be selected from MAA 4226 and MAA 4227, or MAA 5210 but not both.)

Other Requirements

- A grade of “C” (2.0) or better is required in all courses used to satisfy the minor.
- At least 6 hours used in the minor must be earned at UCF within the department.
- No credit by exam (TSD, Military credit) may be used.
- Internship, Co-op, or Independent Study credit cannot be used toward the minor.
- Not open to Math or Math Education majors.
- A maximum of six hours of the above listed required or elective courses can count toward another major or minor degree program.

MATHEMATICS EDUCATION: Minor

(Open to Non-Mathematics Education Majors)

College of Education

Department of Teaching and Learning Principles
ED 209

<http://education.ucf.edu/mathed/>

Program Coordinator: Janet Andreasen, ED 123Q, 407-823-5430;

E-mail: jandreas@mail.ucf.edu

The Mathematics Education minor is intended for non-Mathematics Education majors. It is well suited for students majoring in another secondary content area or as an area for students enrolled in Interdisciplinary Studies. This minor is available for students in the 2008 catalog year and beyond.