If you wonder how COMPANIES entice buyers to try their products, or how nonprofit organizations MARKET their services, or how goods flow from the manufacturer to the end USER, then a marketing degree from the College of Business will help you CHANNEL these interests into a rewarding career. You'll learn how to influence buyer BEHAVIOR, analyze markets, develop marketing strategies, create marketing plans and even how to market your most valuable asset – YOU.
Choose FIU Business

Business Core Courses

BUL 4310 Legal Environment of Business
FIN 3403 Financial Management
ISM 3011 Information Systems Management
MAN 3025 Organization and Management
MAN 4720 Strategic Management
MAR 3023 Introduction to Marketing
QMB 3200 Business Statistics and Analysis I
QMB 4680 Business Statistics and Analysis II

Professional Development

COM 3112 Speech and Writing for Business Communication (2 credits)
GEB 3003 Career Management (1 credit)

Major Courses

MAR 4354 Marketing Yourself in Today’s Competitive Job Market
MAR 4400 Personal Selling
MAR 4503 Consumer Behavior
MAR 4613 Marketing Research I
MAR 4804 Marketing Strategy
Two Marketing Electives

Career Fields

Account Executive
Brand Manager
Buyer, Retail Store
Copywriter
Market Research Analyst
Marketing/Sales Manager
Media Analyst
Product Manager

Employers

Advertising Agencies
Colleges/Universities
Consulting Firms
Government Agencies
Hospitals
Marketing Research Firms
Nonprofit Organizations
Pharmaceutical Companies
Retailers

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