

## Bachelor of Applied Science in Organizational Management Sales and Marketing Specialization

<b>Associate Degree Awarded 60 Credit hours</b>		
<b>An AS or AA degree from a Regionally Accredited Institution is required for admission into EFSC BAS programs</b>		
<b>General Education Credit Requirement</b>		
Students entering the program with an Associate in Arts degree from a Florida state institution will receive credit for all 36 general education credits. Students entering the program with an AS degree, or an AA degree from an institution other than a Florida state institution may need to complete additional general education credits.		
<b>Technical Elective Requirement</b>		
Students entering the program with an Associate in Arts degree may need to complete additional Technical Electives. Technical Electives are 1000 and 2000 level courses in a business-related area. Students entering the program with an AS degree may already have this requirement completed depending on the focus of their AS degree. 21 credits of Technical Electives are required.		
<b>Common Required Core (complete all courses)</b>		<b>Credits: 24</b>
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical and Social Aspects of Business	3
GEB 3213	Foundations of Managerial Communications <i>Prerequisite : ENC 1101- Composition I - with 'C' or higher )</i>	3
ECP 3703	Managerial Economics	3
MAN 3240	Organizational Behavior	3
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
QMB 3250 or FIN 3402	Quantitative Methods for Business Decisions or Financial Mgmt	3
<b>Sales and Marketing Specialization</b>		<b>Credits: 15</b>
MAR 3023	Marketing Management	3
MAR 3503	Consumer Behavior	3
MAR 4202	Supply Chain Logistics Management <i>Prerequisite : MAR 3023- Marketing Management</i>	3
MAR 4613	Marketing Research <i>Prerequisites : MAR 3203 - Marketing Management MAR 3503 -Consumer Behavior MAR 4202 -Supply Chain Logistics Management</i>	3
MAR 4952*	Capstone-Marketing Strategy <i>Prerequisites : MAR 3203 - Marketing Management MAR 3503 -Consumer Behavior MAR 4202 -Supply Chain Logistics Management</i>	3
<b>Total Credits</b>		<b>120</b>
Note: Must show proficiency in a foreign language through two years in high school with a 'D' or better in all semesters, completion of the second level of a foreign language at the college level, or completion of a proficiency exam. Foreign language taken at the college level <i>does not</i> satisfy the General Education or Technical Concentration credits.		
Note: All prerequisites must be completed with a grade of "C" or higher		
*plan to complete MAR 4952 in your last semester		
Note: Students may earn the BAS/OMBS degree once, choosing one specialization from available tracks. If BAS graduates wish to take courses from another specialization within this degree, they may do so as a non-degree student. The official curriculum in the current online EFSC catalog supersedes this document. EFSC reserves the right to make changes in the online and printed versions of the curriculum as circumstances require. It is expected that the only changes will be the correction of errors and the inclusion of new courses and programs approved during the academic year.		
For additional information please contact Bachelor Advising at 321-433-7241, Bachelor@easternflorida.edu or visit easternflorida.edu/go/bachelors		