699 Independent Study in Management (1-6)
For graduate students only. Prerequisite: minimum 3.5 GPA and written permission of the department chair.

Marine Science (MAR)

100 Open Water (2)
Prerequisites: All students must show swimming proficiency by swimming 200 meters and treading water. All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. Course description: This is a PADI Open Water SCUBA course that teaches safe diving procedures and the use of diving equipment. The course involves lectures, pool sessions, and two weekend days for the certification dives. Use of the equipment is provided, except for snorkeling equipment. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. Laboratory fee: $150.

102 Advanced Open Water (1)
Prerequisite: PADI Open Water certification (MAR 100) or valid SCUBA certification from a recognized international organization (YMCA, SSI, NASDS, etc.). All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. Course description: This is a PADI Advanced SCUBA course covering topics on underwater navigation, deep diving (60-100 feet), night diving, boat diving and drift diving. The course involves lectures, pool sessions, and three weekend days for the certification dives. Use of the equipment is provided, except for snorkeling equipment. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. Laboratory fee: $260.

1021 Specialty Diver, part 1 (1)
Prerequisite: PADI Open Water certification (MAR 100) or valid SCUBA certification from a recognized international organization (YMCA, SSI, NASDS, etc.). All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. Course description: This PADI specialty diving course familiarizes divers with the skill, knowledge, planning, organization, procedures, techniques, problems and hazards of various special interest areas in diving. During this course, students complete three specific PADI specialty diver certifications: Enriched Air Nitrox, Peak Buoyancy, and Equipment Specialist. The course involves lectures, pool sessions, and one weekend day for the certification dives. Use of the equipment is provided, except for snorkeling equipment. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. This course is only offered during the first seven weeks of the spring semester. Note: Specialty Diver, part 2, may be taken before Specialty Diver, part 1. Laboratory fee: $200.

1022 Specialty Diver, part 2 (1)
Prerequisite: PADI Open Water certification (MAR 100) or valid SCUBA certification from a recognized international organization (YMCA, SSI, NASDS, etc.). All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. Course description: This PADI specialty diving course familiarizes divers with the skill, knowledge, planning, organization, procedures, techniques, problems and hazards of various special interest areas in diving. During this course, the student completes two specific PADI specialty diver certifications: Boat Diver and Drift Diver Specialist. The course involves lectures, pool sessions, and a two-day weekend
dive trip for the certification dives. Use of the equipment is provided, except for snorkeling equipment. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. This course is only offered during the second seven weeks of the spring semester. Note: Specialty Diver, part 2, may be taken before Specialty Diver, part 1. Laboratory fee: $260.

103 Rescue Diver (1)
Prerequisite: PADI Advanced Open Water certification (MAR 102) or equivalent valid certification from a recognized international organization (YMCA, SSI, NASDS, etc.). All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. In addition, the student must be current in First Aid and CPR by completion of this course in order to receive a certification card. Course description: Course topics cover SCUBA-related rescue techniques and emergency procedures. The course involves lectures, pool sessions, and a two-day weekend dive trip for the certification dives. Use of the equipment is provided, except for snorkeling equipment. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. This course is only offered during the second seven weeks of the fall semester. Laboratory fee: $175.

104 PADI Divemaster (2)
Prerequisite: PADI Rescue Diver certification (MAR 103). Each student must have a signed log book showing proof of at least 20 open water dives at the start of the course. PADI requires 60 logged dives and the student must be current in First Aid and CPR by completion of this course in order to apply for a PADI certification card. All students must complete a medical release form. Any student under medical care or on prescription medication must see the instructor before registering for this course. Course description: This is a PADI Divemaster course. Students learn how to organize and plan safe and successful dives for dive groups, supervise students in training, and perform diver rescues including First Aid and CPR. A PADI Divemaster certification may be applied for through PADI Headquarters after successful completion of the course requirements. The course involves lectures, pool sessions, and a minimum of two weekends of diving. Some SCUBA equipment is provided for use. However, it is highly recommended that students have all of their own diving equipment, with the exception of air tanks. Transportation is not provided for the student or the diving equipment for the weekend dives. This course does not satisfy general curriculum distribution requirements and does not count toward a major in marine science. This course is only offered during the spring semester. Laboratory fee: $200.

126 Marine Biology (3)
Designed for non-science majors. A survey of marine biology including a discussion of the basic marine environments, natural history of marine animals, special adaptations of marine mammals, elementary marine chemistry, marine plants and their economic importance, and the impact of pollution on marine ecosystems. Satisfies general curriculum distribution requirements, but is not applicable toward a marine science or biology major or minor. Lecture only. (*fall and spring semesters)

150 Physical Geology (laboratory included) (4)
A broad survey of the geological processes at work on and within the earth. Topics include the origin and composition of rocks, as well as the origin, location and characteristics of volcanoes, earthquakes and mountain belts, within the framework of plate tectonics. Also covers the modification of the earth’s surface by wind, rivers, glaciers, ground water, waves and currents, and the evolution of continents and ocean basins. Lecture and laboratory. (*fall semester)
222 Marine Ecology (laboratory included) (4) (W)
Prerequisites: biology lower core curriculum or special permission. Studies the interactions between marine organisms and their biotic and abiotic ocean environment, including an investigation of the distribution, abundance and diversity of organisms in the sea, the causes of these patterns, and the roles of these species in marine ecosystems. The course and its companion laboratory address marine systems from an experimental perspective with an emphasis on experimental design, statistical data analysis, quantitative skills, and techniques in scientific writing. Two weekend field trips are required. (*spring semester)

226 Marine Zoology (laboratory included) (4)
Prerequisites: biology lower core curriculum. A study of the taxonomy, ecology and behavior of marine invertebrates. Examines local fauna and habitats through field-oriented studies. Requires some Saturday field trips. (*fall semester)

301 Physical Oceanography (4)
Prerequisite or concurrent: PHY 201. A study of the physical properties of seawater, global heat balance, hydrodynamics, ocean currents, waves, tides and underwater sound and optics. Lecture only. (*spring semester)

327 Marine Botany (laboratory included) (4)
Prerequisites: biology lower core curriculum, and BIO 212 or MAR 222. Studies the ecology, physiology and communities of marine primary producers with emphases on Tampa Bay and the Gulf of Mexico. Topics explored are phytoplankton, benthic macroalgae, mangroves, seagrass and saltmarsh communities. (*fall semester)

Marketing (MKT)

300 Principles of Marketing (3)
Prerequisites: lower core with “C” average or better, ECO 204 and ENG 101. Studies the interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers. Incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities. (*fall and spring semesters)

352 Product Management and Services Marketing (3) (W)
Prerequisite: MKT 300. Examines product management and the service industry, the largest and fastest growing segment of the economy. Explores marketing and management decisions faced by organizations in developing new products and services. (*spring semester)

354 Buyer Behavior (3)
Prerequisite: MKT 300. A study of the behavioral science concepts applicable to the consumer decision-making process such as personality, perception, and group and cultural influences. Emphasis is on how these concepts and characteristics can be used by marketers to develop more effective relationships and strategies. (*fall semester)

360 Marketing Research and Opportunity Analysis (3)
Prerequisite: ITM 210 (or equivalent statistics course) and MKT 300. A methodological approach to marketing and consumer research problems and opportunities, using both primary and secondary research. Examines the information needs of marketing managers and the use of information for making effective marketing decisions. Covers the marketing research process, including research design, analysis and interpretation, and reporting of findings. (*fall and spring semesters)

371 Personal Selling and Sales Management (3) (W)
Prerequisite: MKT 300. Examines the personal selling process and the use of a professional, customer-oriented, problem-solving approach in selling situations. Studies the nature of the