

Bachelor of Arts in Business Administration

Area of Specialization: *Business and Marketing Geography (GPY)*

Description

The *Business and Marketing Geography* area of specialization provides is recommended to students seeking employment in the private sector as a geospatial location analyst, often referred to as business geographers, business GIS, strategic management. This curriculum also provides competitive educational background for those who will be pursuing additional post graduate education to become a real estate market analyst, an appraiser, an MAI. The private sector has a shortage of qualified people in this field. According to the US Department of Labor, this field ranks alongside biotechnology and nanotechnology for “need” in the US and global economies. Students will learn the basic skills to perform geospatial market analysis. Students who pursue primary career paths such as management will find that their ability to make market sensitive decisions is improved if they also are familiar with how the analyst creates the reports and recommendations they review to make their decisions. Job Prospects include:

- Strategic location analyst with a multi-branch retail firm; Market analyst with a Real Estate Investment Trust
- Risk manager with a bank or other financial institution; Entrepreneur
- Educational background towards certification as an appraiser (MAI)

Career information see: <http://www.crc.ufl.edu/> and <http://www.warrington.ufl.edu/sb/mywcba/enhance/careerdev.asp>.

Students who have completed this specialization have received positions at headquarters of Darden Restaurants, The Gap, Brinker, Office Depot, Publix, Washington Mutual Bank, Kroger, Accenture, Pitney Bowes, Wharton Business School, and more.

Requirements

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

GIS 3043	Foundations of Geographic Information Systems
GEO 3162C	Introduction to Quantitative Analysis
GEO 3602	GIS For Urban and Business Geography
GEO 4167C	Intermediate Quantitative Analysis
GEO 4620	Business Geography Integrating Theory
GEO 4938/	Business Geography and New Real Estate Market Analysis
GIS 5540	

Any 3000-4000 level [GEO](#) courses, excluding 4905/ and GEO3930 courses.

Contact Information

You are always welcome to meet with an advisor in the School of Business, however, advising specifically related to Geography is available through the Geography department in the College of Liberal Arts and Sciences. For registration, scheduling, and area-specific questions, please contact:

Dr. Joann Mossa
mossa@ufl.edu
352-392-0494 extension 221
3141 Turlington Hall

For a career profile see: <http://www.geog.ufl.edu/undergrad/overview.html>
Certificate in Business Geography Website: <http://www.geog.ufl.edu/undergrad/certificates-businessgeography.html>

Minor Option

A minor is available in this Area of Specialization. To complete the minor students must earn 15 credit hours with a minimum 2.0 cumulative GPA. You can find out more about the Geography minor offered at:

<http://www.geog.ufl.edu/undergrad/minor.html> and also see <http://www.geog.ufl.edu/undergrad/certificates-businessgeography.html>