



MARKETING CONCENTRATION - 21 Credits

REQUIRED

COURSE: TITLE	PREREQUISITE(S)	SEMESTER OFFERED	CREDIT
MKT361: Buyer Behavior.....	*(MKT300 or MKT305)	[Fall, Spring]	3
MKT410: Marketing Research.....	*(STAT204, MKT300)	[Fall, Spring]	3
MKT479: Marketing Strategy & Management	*(MKT410)	[Fall, Spring]	3
Group 1: Choose 4			
BUS361: Principles of Music Marketing.....	(None)	[Spring Only]	3
MKT315: Marketing Communication Design	(MKT300 or MKT305)	[Fall, Spring]	3
MKT320: Integrated Marketing Communications.....	*(MKT300 or MKT305)	[Fall, Spring, Summer]	3
MKT330: Business Customer Relationships.....	*(MKT300 or MKT305)	[Fall, Spring]	3
MKT360: Retailing.....	(MKT300 or MKT305)	[Spring, Summer]	3
MKT362: Professional Selling.....	*(MKT300 or MKT305)	[Fall, Spring]	3
MKT363: Sales Management.....	(MKT300 or MKT305)	[Spring Only]	3
MKT364: Product Design.....	(MKT300 or MKT305)	[Fall Only]	3
MKT365: International Marketing.....	(MKT300 or MKT305)	[Fall, Spring]	3
MKT366: Services Marketing.....	*(MKT300 or MKT305)	[Spring]	3
MKT367: Sports Marketing.....	(MKT300 or MKT305)	[Fall, Spring]	3
MKT370: Digital Marketing.....	(MKT300 or MKT305)	[Fall, Spring]	3
MKT420: Marketing & Societal Well-Being.....	(MKT300 or MKT305)	[Fall, Spring]	3
MKT440: Pricing & Financial Analysis in Marketing.....	*(MKT300 or MKT305)	[Fall, Spring]	3
MKT450: Marketing Analytics.....	*(MKT410)	[Spring Only]	3
MKT487: Internship.....	(MKT300 or MKT305, Consent of Internship Coordinator)	[Fall, Spring]	3
MKT492: Seminar (Topics Vary).....	*(MKT300, Consent of Instructor)	[Fall, Spring]	3

LEGEND • UD = Upper Division (300+ level) • **Future Coursework** • Current Term Courses in Progress • * Juniors or Seniors Only

RECOMMENDED COURSE SEQUENCE FOR 4-YEAR GRADUATION

FRESHMAN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
Arts and Humanities (3B) Biological and Physical Sci. w/lab (3A) CO150 (1A) ECON202 (3C) MATH (1B)	Biological and Physical Sciences (3A) ECON204 (3C) Historical Perspectives (3D) STAT204	Students MUST complete CO150 and MATH (3 credits) by the time they complete 60 credits to avoid a registration hold.	Diversity, Equity, & Inclusion (1C)
BUS100, BUS201 or BUS225 (3B), CIS200	ACT210, ACT220, BUS220 (3B), BUS260	BUS300 (2), CIS370, MGT320, MKT300	BUS479, FIN300, MGT301
		MKT361, Two MKT Group 1	MKT410, MKT479, Two MKT Group 1
9 Credits of Electives	6 Credits of Electives	6 Credits of Electives	9 Credits of Electives

Electives Credits ≠ 30

This is ONLY a guide, you should work with your advisor to determine what is best for you!

- Courses may be restricted to specific class levels, use the Course Schedule/registration system (via Ram Web) to view restrictions.
- Terms listed are when the College of Business anticipates each course will be offered and should be utilized with the guidance of your academic advisor for future planning purposes. Courses may be offered in terms different than those listed.

Marketing Department

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Internship Coordinator

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Internship criteria on Handshake: csu.bz/ForCreditInternships

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