

COLLEGE OF BUSINESS | UNDERGRADUATE PROGRAMS CHECK SHEET

MARKETING CONCENTRATION - 21 Credits

	COURSE: TITLE	PREREQUISITE(S)	SEMESTER OFFERED	CREDIT
REQUIRED	MKT361: Buyer Behavior.....	* (MKT300)	[Fall, Spring]	3
	MKT410 : Marketing Research.....	* (STAT204, MKT300)	[Fall, Spring]	3
	MKT479: Marketing Strategy & Management.....	* (MKT410)	[Fall, Spring]	3
Group 1: Choose 4	MKT315: Marketing Communication Design.....	(MKT300)	[Fall, Spring]	3
	MKT320: Integrated Marketing Communications.....	* (MKT300)	[Fall, Spring]	3
	MKT330: Business Customer Relationships.....	* (MKT300)	[Fall, Spring]	3
	MKT360: Retailing.....	(MKT300)	[Spring, Summer]	3
	MKT362: Professional Selling.....	* (MKT300)	[Fall, Spring]	3
	MKT363: Sales Management.....	(MKT300)	[Spring Only]	3
	MKT364: Product Design.....	(MKT300)	[Fall Only]	3
	MKT365: International Marketing.....	(MKT300)	[Fall, Spring]	3
	MKT366: Services Marketing.....	* (MKT300)	[Spring, Summer]	3
	MKT367: Sports Marketing.....	(MKT300)	[Fall, Spring]	3
	MKT370: Digital Marketing.....	(MKT300)	[Fall, Spring]	3
	MKT440: Pricing & Financial Analysis in Marketing.....	* (MKT300)	[Fall, Spring]	3
	MKT450: Marketing Analytics.....	* (MKT410)	[Spring Only]	3
	MKT487: Internship.....	(MKT300, Consent of Internship Coordinator)	[Fall, Spring]	3
	MKT492: Seminar (Topics Vary).....	(MKT300, Consent of Instructor)	[Fall, Spring]	3

LEGEND: • Future Coursework • Courses In Progress * (Junior 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, CIS200	ACT210, ACT220, BUS220 (3B), BUS260	BUS300 (2), CIS370, MKT320, MKT300 MKT361, 2 MKT Group 1	BUS479, FIN300, MGT301 MKT410, MKT479, 2 MKT Group 1
Electives 30 Credits			
9 Credits of Electives	6 Credits of Electives	6 Credits of Electives	9 Credits of Electives

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. You should always use the Course Schedule/registration system (via Ram Web) to view the most up-to-date course offerings.