MKTG Major Course Sequencing
Grade of C or higher is required in all MKT Major Courses

**IDEAL SEQUENCING: TRADITIONAL STUDENT**
- Year 1, Fall – ISM 110, CST 105
- Year 1, Spring – MAT 115, ECO 201
- Year 2, Fall – ACC 201
- Year 2, Spring – MKT 320, ECO 250

**IDEAL SEQUENCING: TRANSFER STUDENT**
- Year 1, Fall – MAT 115 or ACC 201
- Year 2, Fall – MKT 422, MKT 424, MKT 426
- Year 1, Spring – ECO 250, MKT 320

**COMMON Marketing Electives (2):**
- MKT 325 – E-commerce in Marketing
- MKT 326 – Introduction to Retailing
- MKT 327 – Selling and Sales Management
- MKT 330-Social Media: A Marketing Perspective
- MKT 403 – Entrepreneurial Marketing
- MKT 421 – Promotion Management

**BUS 450–Directed Business Practice (Jr. Standing)**
- MKT 427 – Personal Selling Internship (Spring)
- MKT 450 – Marketing Internship (Spring)

Check Bulletin for Prerequisites