MKTG Major Course Sequencing 2015

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
Year 3, Fall – MKT 422, MKT Elective
Year 3, Spring – MKT Elective
Year 4, Fall – MKT 426
Year 4, Spring – MKT 429

IDEAL SEQUENCING: TRANSFER STUDENT
CST 105, ISM 110; MAT 115 or ACC 201 in transfer
Year 1, Fall – MAT 115 or ACC 201, ECO 201
Year 1, Spring – ECO 250, MKT 320
Year 2, Fall – MKT 422, MKT elective
Year 2, Spring – MKT 426, MKT 429, MKT elective

MKT 320 – Principles of Marketing (C or better)
MKT 422 – Fundamentals of Marketing Research (Pr. ECO 250)
MKT 426 – International Marketing
MKT 429 – Advanced Marketing Management (Pr. MKT 422 & MKT 424)

Marketing Electives (choose two)
COMMON Marketing Electives (2):
- MKT 324 – Professional Selling
- 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/ENT 403 – Entrepreneurial Marketing
- MKT 421 – Promotion Management
- MKT 424 – Consumer Behavior
- BUS 450 – Directed Business Practice (Jr. Standing)
- MKT 427 – Personal Selling Internship (Spring)
- MKT 450 – Marketing Internship (Spring)

Check Bulletin for Prerequisites

No more than 1 internship course