MKT Major Course Sequencing 2016
Grade of C or higher is required in each MKT major courses

MKT 320-Principles of Marketing

MKT 422-Fundamentals of Marketing Research (pr. ECO 250 & MKT 320 with grade of C or better)

MKT 426-International Marketing (pr. MKT 320 with grade of C or better)

MKT 429-Advanced Marketing Management (pr. MKT 422)

6 Semester Hours from Common MKT electives (must meet prerequisites):
- MKT 324-Professional Selling
- MKT 325-E-Commerce in Marketing
- MKT 326-Introduction to Retailing
- MKT 327-Selling & Sales Management
- MKT 330-Social Media: A Marketing Perspective
- MKT/ENT 403-Entrepreneurial Marketing
- MKT 420-Key Account Selling
- MKT 421-Promotion Management
- MKT 424-Consumer Behavior
- MKT 493-Honors Work

OR no more than 1 Internship Course:
- MKT/ENT 427-Personal Selling Internship
- MKT 450-Marketing Internship