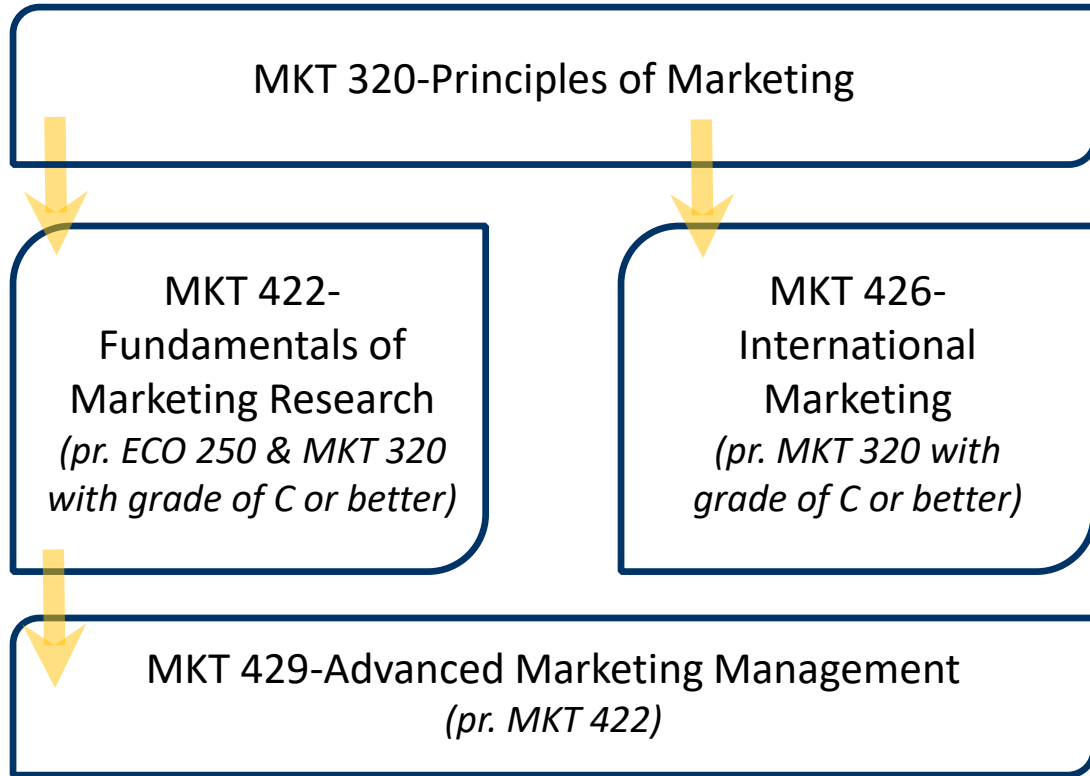


MKT Major Course Sequencing 2017

Grade of C or higher is required in each MKT major courses



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

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 328 (Formally MKT 327)-Selling & Sales Management
- MKT 330-Social Media: A Marketing Perspective
- MKT/ENT 403-Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 420-Strategic Account Management
- MKT 421-Promotion Management
- MKT 424-Consumer Behavior
- MKT 444 Sales Effectiveness
- MKT 493-Honors Work