MKT Major Course Sequencing 2017

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 328: Selling & Sales Management *(Formally MKT 327)*
- 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

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