Marketing concentration:

PROFESSIONAL SELLING

Grade of C or higher is required in each course in all MKT concentration courses.

Courses not requiring full admission to major marked with *

Choose 1 from:
(Must meet prereqs)

- MKT 326-Introduction to Retailing
- MKT 330-Social Media: A Marketing Perspective
- MKT 403*-Entrepreneurial Marketing
- MKT 407*-Sports Marketing
- MKT 420*-Key Account Selling
- MKT 421*-Promotion Management
- MKT 422-Fundamentals of Marketing Research
- MKT 426-International Marketing
- MKT 429-Advanced Marketing Management
- MKT 440-Digital Marketing Analytics
- MKT 493*-Honors Work
- MKT 450-Marketing Internship
- MKT 427*-Personal Selling Internship

MKT 320- Principles of Marketing
(must earn a grade of C or higher)

MKT 424- Buyer Behavior
(Junior standing)

MKT 324*- Professional Selling

MKT 328*- Sales Leadership

MKT 444*- Effective Selling
(prereq: Junior standing)

No more than one internship course may be completed for credit