Marketing concentration:

SOCIAL MEDIA MARKETING

Grade of C or higher is required in each course in all MKT concentration courses.
Courses not requiring full admission to major marked with *

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

MKT 330- Social Media: A Marketing Perspective

MKT 424- Buyer Behavior  
(Junior standing)

MKT 440- Digital Marketing Analytics

MKT 429- Advanced Marketing Management

Choose 1 from:  
(Must meet prereqs)

- MKT 324*-Professional Selling
- MKT 326-Introduction to Retailing
- MKT 328*- Sales Leadership
- 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 444-Effective Selling
- MKT 493*-Honors Work
- MKT 450*-Marketing Internship
- MKT 427-Personal Selling Internship

No more than one internship course may be completed for credit