Marketing concentration:

**STRATEGIC MARKETING**

*Sequencing for 2021*

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 426- International Marketing

MKT 422- Fundamentals of Marketing Research
  (prereq: ECO 250)

MKT 424- Buyer Behavior
  (Junior standing)

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 330-Social Media: A Marketing Perspective
- MKT 403*-Entrepreneurial Marketing
- MKT 407*-Sports Marketing
- MKT 420-Key Account Selling
- MKT 421-Promotion Management
- MKT 440-Digital Marketing Analytics
- 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