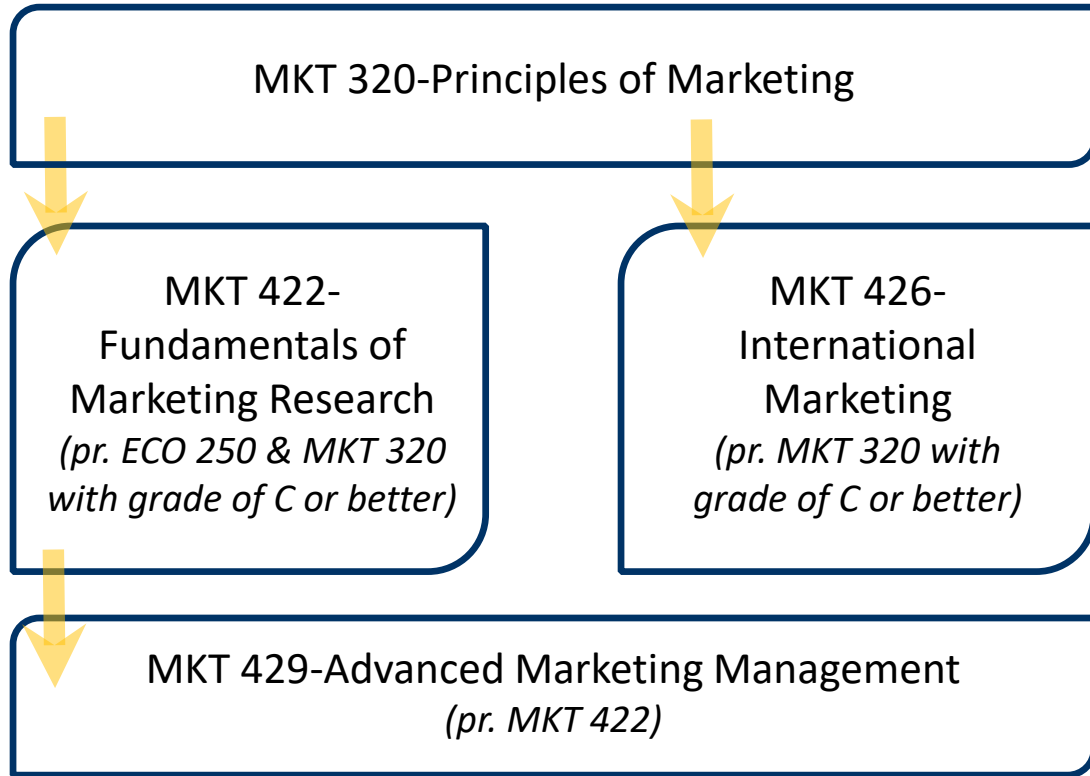


Marketing

Major Course Sequencing 2018

Grade of C or higher is required in each MKT major course
admission to major is required for upper-level courses – work with advisor for requirements and details



- 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)-Sales Leadership
 - 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