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*

- **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 (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