Marketing

Major Course Sequencing 2019

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
(must meet prerequisites):
MKT 324-Professional Selling*
MKT 325-E-Commerce in Marketing
MKT 326-Introduction to Retailing
MKT 328-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

* admission to major not required

* admission to major not required