MKT- Professional Selling
Major Course Sequencing 2020

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

**MKT 320-Principles of Marketing**
*Must make C or higher*

**MKT 424- Buyer Behavior**
*(pr. Junior Standing)*

**MKT 324- Professional Selling**

**MKT 328- Sales Leadership**

**MKT 444- Effective Selling**
*(pr. Junior Standing)*

Select 1 course from MKT electives
*(must meet prerequisites):*
- MKT 326-Introduction to Retailing
- *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 422-Fundamentals of Marketing Research
- MKT 426- International Marketing
- *MKT 427-Personal Selling Internship*
- MKT 429- Advanced Marketing Management
- MKT 440- Digital Marketing Analytics
- MKT 450- Marketing Internship
- MKT 493-Honors Work

*admission to major not required

No more than 1 internship course from this list

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admission to major is required for some upper-level courses- work with advisor for requirements and details.