MKT- Social Media Marketing Concentration
Major Course Sequencing 2020

Grade of C or higher is required in each MKT major courses
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 330- Social Media: A Marketing Perspective

MKT 440-Digital Marketing Analytics

MKT 429- Advanced Marketing Management
(pr. MKT 422)

Select 1 course from MKT electives
(must meet prerequisites):
* MKT 324-Professional Selling
* MKT 326-Introduction to Retailing
* MKT 328- Sales Leadership
* 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 444- Effective Selling
MKT 450- Marketing Internship
MKT 493-Honors Work

No more than 1 internship course from this list

* admission to major not required