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

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

**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)

No more than 1 internship course from this list

*admission to major not required