MKT- Strategic 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 330-Social Media: A Marketing Perspective
*MKT 403-Entrepreneurial Marketing
*MKT 407 Sports Marketing
*MKT 420- Key Account Selling
MKT 421-Promotion Management
*MKT 427-Personal Selling Internship
*MKT 444- Effective Selling
MKT 440- Digital Marketing Analytics
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 422- Fundamentals of Marketing Research
(pr. ECO 250 & MKT 320)

MKT 426- International Marketing

MKT 429- Advanced Marketing Management
(pr. Junior Standing)

No more than 1 internship course from this list

* admission to major not required