

REQUIRED COURSES (15 Credits)

Core Courses (9 Credits)

		CR	SEM	GRADE
MKTG 209	Principles of Marketing	3	_____	_____
MKTG 375	Consumer and Buyer Behavior	3	_____	_____
MKTG 379	Marketing Communications	3	_____	_____

Elective I (3 Credits)

One from the following:

BUAD 100	Perspectives on Business	3	_____	_____
MKTG 101	Freshman Seminar in Marketing	3	_____	_____

Elective II (3 Credits)

One from the following:

MKTG 200	Social Media Marketing	3	_____	_____
MKTG 371	Market Research	3	_____	_____
MKTG 372	Sales and Sales Management	3	_____	_____
MKTG 374	Retailing and Merchandising	3	_____	_____
MKTG 380	Services Marketing	3	_____	_____
MKTG 398	Special Topics in Marketing	3	_____	_____
MKTG 399	Internship in Marketing	3	_____	_____
MKTG 425	Interactive Marketing	3	_____	_____