

Marketing

MARKETING

Marketing Option Requirements

A minimum of 28 credits as follows:

- MKTG 363 - Consumer Behavior and Customer Satisfaction (4)
- MKTG 460 – Marketing Research (4)
- MKTG 464 – Marketing Strategy and Management (4)
- Two courses from one track below (8):
 - Marketing Information and Technology Track:*
(It is suggested that students take BA 339 "Operations and Quality Management" prior to taking these track courses.)
 - MKTG 410 – Service Innovation (4)
 - MKTG 450 – Product Innovation and Management (4)
 - MKTG 461 – E-Marketing (4)
 - MKTG 462 – Customer Information and Relationship Management (4) **Only Spring 2012.
 - Food and Consumer Package Goods Marketing Track:*
 - MKTG 375 – Retailing (4)
 - MKTG 435 – Consumer Package Goods Marketing (4)
 - Global Marketing Management Track:*
 - MKTG 376 – International Business and Trade Practices (4)
 - MKTG 466 – International Marketing (4)
- Upper-division (MKTG 300/400 level) marketing electives (8):
 - *It is suggested that students choose one of the three tracks above or marketing electives in sales listed below to fulfill the marketing major 8 elective credits. In addition, an industry internship is highly recommended.*

Marketing electives in sales that can be applied towards 8 credits of marketing electives:

- MKTG 338 – Professional Selling (4)
- MKTG 467 – Sales Management (4)

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Prerequisites:

COURSE	PREREQUISITE	COURSE	PREREQUISITE
MKTG 338	BA 205	MKTG 460	BA 311
MKTG 363	BA 311	MKTG 461	BA 311
MKTG 375	BA 311	MKTG 462	BA 311 and MKTG 460
MKTG 376	none	MKTG 464	MKTG 460
MKTG 435	BA 311 or BA 339	MKTG 466	MKTG 376
MKTG 450	BA 311	MKTG 467	BA 311

When Marketing courses tend to be offered:

FALL	WINTER	SPRING	SUMMER
MKTG 338	MKTG 338	MKTG 338	
MKTG 363	MKTG 363	MKTG 363	MKTG 363
MKTG 376	MKTG 376	MKTG 376 *	MKTG 376
MKTG 460	MKTG 460	MKTG 460	MKTG 460
MKTG 464	MKTG 464	MKTG 464	MKTG 464
MKTG 466		MKTG 466	MKTG 466
MKTG 435		MKTG 467 *	MKTG 435
MKTG 450	MKTG 461	MKTG 462 **	MKTG 410 – Sustainable
	MKTG 375	MKTG 375	Marketing
		MKTG 410 – Sports	
		Mktg*	
		MKTG 410 –Service	
		Innovation	

Suggested Sequence Marketing Option:

TERM 1	TERM 2	TERM 3	TERM 4
BA 311	MKTG 363	MKTG 460	MKTG 464
	Track course	Track course	Track course
		Track course	

* Course will be taught based on instructor availability

** Course no longer offered after Spring 2012.