

List of Requirements (all courses are 3 credits unless otherwise noted)

Minor Requirements:

_____ MKT1450 Principles of Marketing

Choose two from the following courses:

- _____ MKT2600 Consumer Behavior
- _____ MKT2610 Distribution Strategies
- _____ MKT2700 Brand and Price Strategies
- _____ MKT2710 Integrated Marketing Communications
- _____ MKT4810 Strategic Marketing

_____ CREDITS

Choose three from the following courses:

- _____ MKT2600 Consumer Behavior
- _____ MKT2610 Distribution Strategies
- _____ MKT2700 Brand and Price Strategies
- _____ MKT2710 Integrated Marketing Communications
- _____ MKT3400 Professional Sales Development
- _____ MKT3500 Advertising
- _____ MKT3510 Entrepreneurship and Opportunity
- _____ MKT3550 Entrepreneurship Management
- _____ MKT3600 Marketing Research
- _____ MKT3620 Social Media and Digital Marketing
- _____ MKT4694 Directed Study
- _____ MKT4810 Strategic Marketing
- _____ BUS4899 Internship
- _____ HCM2620 Healthcare Marketing
- _____ IBS3410 International Marketing
- _____ SRM3210 Sports Marketing

_____ CREDITS