

# BS in Marketing

Course #	Course Title	Prerequisites						
		ENGL 161	MKTG 360	MKTG 461	MKTG 462	MKTG 477	IDS 270	Other
<b>MKTG 340</b>	Intro to Marketing	X						
<b>MKTG 452</b>	Principles of Retailing							
<b>MKTG 460</b>	Marketing Analytics		X				X	
<b>MKTG 461</b>	Consumer Behavior							
<b>MKTG 462</b>	Marketing Research		X				X	
<b>MKTG 463</b>	Marketing Channels & E-Commerce		X					
<b>MKTG 465</b>	Strategic Marketing		X					15 hours of marketing courses
<b>MKTG 467</b>	Market & Business Intelligence		X		X		X	
<b>MKTG 468</b>	Advanced Marketing Research		X		X		X	
<b>MKTG 469</b>	Global Marketing		X					
<b>MKTG 470</b>	Brand Management		X					
<b>MKTG 471</b>	Services Marketing		X					
<b>MKTG 473</b>	The Personal Selling Effort in Marketing		X	X				
<b>MKTG 474</b>	Advertising		X	X				
<b>MKTG 475</b>	Product Management		X		X		X	
<b>MKTG 476</b>	Business-to-Business Marketing		X					
<b>MKTG 477</b>	Interdisciplinary Product Development I		X					
<b>MKTG 478</b>	Interdisciplinary Product Development II		X			X		

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<b>MKTG 479</b>	Digital and Social Media Marketing		X		X		X	
<b>MKTG 481</b>	Sales Management		X					Either MKTG 463, MKTG 474 or MKTG 476