

**COURSE SEQUENCE RECOMMENDED FOR
MARKETING MAJORS**

The marketing faculty strongly recommends that you follow the course sequence presented below:

Junior Year

| Fall | | Spring | |
|-------------|--|---------------|--|
| MKTG 304 | Marketing Management (Prerequisite for all courses except MKTG 305) | MKTG ____ | Marketing Elective |
| MKTG 305 | Consumer Behavior (No prerequisites) | MKTG 390 | Marketing Research (MGMT or ACCT 208 is also a prerequisite) |
| MGMT 208 | Business Data Analysis (or ACCT 208) | | |

Senior Year

| Fall | | Spring | |
|-------------|----------------------|---------------|--------------------|
| MKTG 329 | Marketing Channels | MKTG 493 | Marketing Policies |
| MKTG 363 | Promotional Concepts | MKTG ____ | Marketing Elective |
| MKTG ____ | Marketing Elective | | |

SCHEDULE FOR MARKETING ELECTIVE COURSES

| | | Usually Offered in: | | |
|--|--|---------------------|---------------|---------------|
| Sales Courses | | Fall | Spring | Summer |
| MKTG 380 | Professional Sales. | | X | ** |
| MKTG438 | Sales Management | X | X | |
| International Marketing Courses | | | | |
| MKTG 336 | International Business. | X | | ** |
| MKTG 435 | International Marketing. | X | | ** |
| Other Marketing Courses | | | | |
| MKTG 401 | Retail Management. | X | X | ** |
| MKTG 439 | Business to Business Marketing. | X | X | ** |
| MKTG 463 | Advertising Management. | X | X | ** |
| MKTG 495 | Internship in Marketing. | X | X | ** |
| MKTG 499 | Marketing Insights (a special topics course offered only rarely) | | | |

**Summer schedules vary each year. See the summer schedule for offerings.