



Marketing Emphasis Guide

Academic Guide

REQUIRED COURSES

The following two courses must be completed before enrolling in any 4000-level marketing courses:

MKTG 3250: Buyer Behavior

MKTG 3350: Marketing Research

The following three courses must be completed:

MKTG 4250: Product Strategy

MKTG 4300: Pricing and Channel of Distribution

MKTG 4550: Advertising and Promotion Management

**Two of these courses must be taken before MKTG 4850*

**The third course may be completed prior to or concurrently with MKTG 4850*

Required Senior Capstone

MKTG 4850: Senior Seminar in Marketing

Quick Reminders

- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ The **Marketing Area of Emphasis** takes **3 semesters** to complete after all core curriculum, for a total of **18 credit hours**.
- ▶ Those planning to graduate in **4 years** must complete **MKTG 3250** and **MKTG 3350** in their **junior year**.
- ▶ All courses are **3 credit hours** unless otherwise noted.

**Book an appointment
with an advisor today!**