

COLLEGE OF BUSINESS

Marketing – 24 credits

2023-2024

Required Courses – 15 credits	Semester	Prerequisite Course(s)
MARKET 363 Digital Marketing**	Fall/Spring	
MARKET 374 Marketing Research**	Fall/Spring	MARKET 371 w/C & MHR 381 w/C
MARKET 375 Global Marketing**	Fall/Spring	MARKET 371
MARKET 377 Consumer Behavior**	Fall/Spring	MARKET 371
MARKET 477 Business Growth & Development*	Fall/Spring	<i>*Admit to COB, Senior standing, graduating semester, complete or concurrent of BUS 340 or BUS 442 and have submitted a graduation application.</i>

Plus nine credits from:		
MARKET 331 Fundamentals of Sales	Fall/Spring	co-requisites 335 & 338
MARKET 335 Sales Management	Fall/Spring	co-requisites 331 & 338
MARKET 338 Advanced Sales Topics	Fall/Spring	co-requisites 331 & 335
MARKET 372 Retailing in the Digital World**	Fall/Spring	
MARKET 376 Advertising & Social Media Marketing**	Fall/Spring	
MARKET 379 Professional Sales		
MARKET 418 Marketing Analytics	Fall	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
MARKET 428 Digital Marketing Analytics	Fall/Spring	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
MARKET 473 Marketing Strategy		MARKET 371 + 6 crs of 300/400 level Marketing courses
MARKET 474 Honors Thesis		

**These courses can be taken with 44 credits earned.

Additional suggestions/reminders:

- MARKET 375 Global Marketing counts toward your Global Knowledge Requirement (GKR)
- Apply for graduation after enrolling in your final semester courses, complete steps in TitanWeb
- The Sales Leadership Certificate can be earned by completing MARKET 331, 335, and 338
- The Digital Marketing Certificate can be earned by completing MARKET 428 and 372 or 376