

Marketing

MARKETING

'Old' Marketing Option Requirements (through bulletin year 2002-2003)

A minimum of 20 credits as follows:

- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 460 – Marketing Research (4)
- MKTG 464 – Marketing Strategy and Management (4)
- MKTG 466 – International Marketing (4)
- Upper-division marketing elective(s) (4) (MKTG 376 highly recommended)

'New' Marketing Option Requirements (2003-2004 or later)

A minimum of 28 credits as follows:

- MKTG 363 - Consumer Behavior and Customer Satisfaction (4)
- MKTG 460 – Marketing Research (4)
- MKTG 464 – Marketing Strategy and Management (4)
- Upper-division marketing electives (8)
- Two courses from one track below (8):

Marketing Information and Technology Track:

- MKTG 450 – Product Innovation and Management (4)
- MKTG 461 – E-Marketing (4)
- MKTG 462 – Customer Information and Relationship Management (4)

Food and Consumer Package Goods Marketing Track:

- MKTG 435 – Consumer Package Goods Marketing (4)
- MKTG 475 – Retailing (4)

Global Marketing Management Track:

- MKTG 376 – International Business and Trade Practices (4)
- MKTG 466 – International Marketing (4)

Marketing

Prerequisites:

COURSE	PREREQUISITE	COURSE	PREREQUISITE
MKTG 363	BA 311	MKTG 450	BA 311
MKTG 376	none	MKTG 461	BA 311
MKTG 460	BA 311	MKTG 462	BA 311
MKTG 464	MKTG 460	MKTG 435	BA 311 or BA 339
MKTG 466	MKTG 376	MKTG 475	BA 311

When Marketing courses tend to be offered:

FALL	WINTER	SPRING	SUMMER
MKTG 363	MKTG 363	MKTG 363	MKTG 363
MKTG 376	MKTG 376	MKTG 376	MKTG 376
MKTG 460	MKTG 460	MKTG 460	MKTG 460
MKTG 464	MKTG 464	MKTG 464	MKTG 464
MKTG 466	MKTG 466	MKTG 466	MKTG 466
MKTG 435			MKTG 435
		MKTG 450	
	MKTG 461	MKTG 461	
		MKTG 462	
	MKTG 475	MKTG 475	

Suggested Sequence Marketing Option (catalog 02-03 and earlier):

TERM 1	TERM 2	TERM 3	TERM 4
BA 311	MKTG 376	MKTG 460	MKTG 464
	MKTG 363	MKTG 466	

Suggested Sequence Marketing Option (catalog 03-04 and later):

TERM 1	TERM 2	TERM 3	TERM 4
BA 311	MKTG 363	MKTG 460	MKTG 464
	Track course	Track course	Track course
			Track course

It is suggested that students choose two tracks to fulfill the marketing major requirement of 28 credits.