

BS in Business Administration, Marketing

Emphasis in Marketing

Marketing involves the activities needed to facilitate an exchange. This includes selling products, services, or ideas to both individual consumers and business buyers.

MKTG 3740	Marketing Analysis	3
MKTG 4700	Marketing Management	3
Select four additional upper division courses from the following:		12
MKTG 3710	Consumer Behavior	
MKTG 3720	Management Of Promotion	
MKTG 3721	Introduction to Digital Marketing Strategies	
MKTG 3722	Introduction to Social Media Marketing	
MKTG 3750	Sales Management	
MKTG 3760	Business To Business Marketing	
MKTG 3770	Introduction To Transportation	
MKTG 3771	Traffic And Transportation Management	
MKTG 3776	Transportation Security, Safety and Disaster Preparedness	
MKTG 3777	Aviation in American Life	
MKTG/INTL BUS 3780	International Marketing	
MKTG 3785	Women in International Entrepreneurship	
MKTG/INTL BUS 3787	Marketing in the European Union	
MKTG 3790	Internship In Marketing	
MKTG 3798	Seminar in Marketing	
MKTG 3799	Independent Study In Marketing	
MEDIA ST 3338	Advertising Technique	
Total Hours		18

Sign-offs from other departments affected by this proposal

None

Rationale

Enhance Marketing Curriculum