

Business Administration BS, Marketing Emphasis Area

Emphasis Area Requirements

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

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| 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 3765 | Sports Marketing | |
| MKTG 3770 | Introduction to Transportation | |
| MKTG 3771 | Traffic and Transportation Management | |
| MKTG 3776 | Transportation Security and Risk | |

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| MKTG 3777 | Aviation Business |
| 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 |
| Marketing (MKTG) courses at the 3000-level or higher | |
| MEDIA ST 3338 | Advertising Technique |
| Total Hours | 18 |

Rationale

The transportation classes we are removing are no longer relevant for this major. In addition we have added in two new courses. CRM and Special Seminars in Digital Marketing. 3733 and 3734.