

# Marketing

**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

## **Marketing**

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

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

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

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

#### Marketing Information and Technology Track:

MKTG 450: Product Innovation and Management

MKTG 461: eMarketing

MKTG 462: Customer Information and Relationship Management

#### Food and Consumer Package Good Marketing Track:

MKTG 435: Consumer Package Good Marketing

MKTG 475: Retailing

#### Global Marketing Management Track:

MKTG 376: International Business

MKTG 466: Principles of International Marketing

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