



Name:	Student ID:
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**Junior Senior Business Electives (15 hours) No more than 27 hours total in MKTG courses and no more than 6 hours toward any business minor may be used in the major.**

Classes	Hours	Grades	Notes

**MGMT 3563, ECON 3053, or ECON 2143 do not count toward Business degree requirements  
WCOB 3043 & FINN 1003 are general education electives only**

Marketing Major (21 hours)	Hours	Grades	Notes and Substitutions
			Unless otherwise indicated, all of the following Marketing classes require MKTG 3433 in addition to the listed pre-requisites.
<b>MKTG 3553 Consumer Behavior</b>			
<b>MKTG 3633 Marketing Research</b>			
<b>MKTG 4853 Marketing Management*</b>			*Pre-Req: MKTG 3553 and MKTG 3633
<b>Select 12 hours from the following:</b>			
<b>MKTG 4103 Marketing Topics</b>			
<b>MKTG 4233 Integrated Marketing Comm</b>			
<b>MKTG 4343 Selling and Sales Mgmt.</b>			
<b>MKTG 4433 Retail Strategy</b>			
<b>MKTG 4443 Retail Buying &amp; Merchandise</b>			
<b>MKTG 4633 Global Marketing</b>			