

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.
MKTG 3553 Consumer Behavior			
MKTG 3633 Marketing Research			
MKTG 4853 Marketing Management*			*Pre-Req: MKTG 3553 and MKTG 3633
Select 12 hours from the following:			
MKTG 4103 Marketing Topics			
MKTG 4233 Integrated Marketing Comm			
MKTG 4343 Selling and Sales Mgmt.			
MKTG 4433 Retail Strategy			
MKTG 4443 Retail Buying & Merchandise			
MKTG 4633 Global Marketing			