



Name:		Student ID:	
<b>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.</b>			
Classes	Hours	Grades	Notes
<b>MGMT 3563, ECON 3053, or ECON 2143 do not count toward Business degree requirements WCOB 3043 &amp; FINN 1003 are general education electives only</b>			

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 3653 Category Management Topics</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 4513 Nonprofit Marketing</b>			
<b>MKTG 4633 Global Marketing</b>			

\* MKTG 4103, Marketing Topics (may take up to six hours from two different topics)