

Name:	Student ID:
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Junior Senior Business Electives (15 hours) Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Classes	Hours	Grades	Notes

**MGMT 3563, ECON 3053, or ECON 2143 do not count toward Business degree requirements
WCOB 2063, WCOB 3043 & FINN 1003 are general education electives only**

Marketing Major (21 hours) <i>Students may not use more than six hours of major courses toward minor requirements.</i>	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*			
Select 12 hours from the following:			
MKTG 3653 Category Management Topics			
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 4453 New Product Development			
MKTG 4513 Nonprofit Marketing			
MKTG 4453 New Product Development			
MKTG 4633 Global Marketing			

*MKTG 4853 requires both MKTG 3553 and MKTG 3633.

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