

MARKETING

- I. General Education: ECO 2030 – Principles of Microeconomics can satisfy both General Education and major requirements. Additionally, ACC 2100 – Principles of Accounting I and MKT 3050 – Principles of Marketing satisfy business foundations requirements in the Career and Technical Education Major (Business, Marketing and Entrepreneurship Education and Business, Finance and Information Technology Education concentrations) satisfying a total of 9 SH in this second academic concentration.
- II. Marketing Second Academic Concentration Requirements18 SH

A second academic concentration in Marketing may be obtained by completing 18 hours taken as follows:

Required core courses (9 hours):

ECO 2030 Principles of Microeconomics	3 SH
ACC 2100 Principles of Accounting I (Prereq: ND, Student must have successfully completed 24 semester hours of college credit).....	3 SH
MKT 3050 Principles of Marketing (Prereq: ECO 2030)	3 SH

Choose 9 additional credit hours from the following:

MKT 3215 Professional Selling (Prereq: MKT 3050, #)	3 SH (F;S)
MKT 3220 Sales Management (Prereq: MKT 3050, #)	3 SH (F;S)
MKT 3240 Integrated Marketing Communications (Prereq: MKT 3050, #)	3 SH (F;S)
MKT 3260 Managing Distribution Channels (Prereq: MKT 3050, #)	3 SH (F;S)
MKT 3270 Consumer Behavior (Prereq: MKT 3050, #)	3 SH (F;S)
MKT 3280 Business-to-Business Buyer Behavior (Prereq: MKT 3050, #).....	3 SH (F;S)
MKT 3285 Retail Management (Prereq: MKT 3050, #)	3 SH (On Demand)
MKT 3530-49 Selected Topics (Prereq: MKT 3050, #).....	3 SH (On Demand)
MKT 4530-49 Selected Topics.....	3 SH (On Demand)
MKT 4550 International Marketing (Prereq: MKT 3050, #, a minimum grade of C in any Writing in the Discipline (WID) course.)	3 SH (F;S)

Notes: ND Prerequisite: Passing math placement test or successful completion of MAT 0010.

Grade of C or better required

Other appropriate courses as approved by adviser/coordinator.

Advising in the Department of Curriculum and Instruction is required.

Contact Person:

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