

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.....	3 SH
MKT 3050 Principles of Marketing	3 SH

Choose 9 additional credit hours from the following:

MKT 3052 Professional Selling (prereq: MKT 3050 – C or better).....	3 SH
MKT 3210 Retail Management (prereq: MKT 3050 – C or better)	3 SH
MKT 3220 Sales Management (prereq: MKT 3050 – C or better)	3 SH
MKT 3230 Business-to-Business Marketing (prereq: MKT 3050 – C or better).....	3 SH
MKT 3240 Integrated Marketing Communications (prereq: MKT 3050 – C or better)	3 SH
MKT 3260 Managing Distribution Channels (prereq: MKT 3050 – C or better)	3 SH
MKT 3530-49 Selected Topics (on demand) (prereq: MKT 3050 – C or better).....	3 SH
MKT 4530-49 Selected Topics (on demand) (prereq: MKT 3050 – C or better).....	3 SH
MKT 4550 International Marketing (prereq: MKT 3050 – C or better).....	3 SH
MKT 4610 Consumer Behavior (prereq: MKT 3050 – C or better).....	3 SH

Other appropriate courses as approved by adviser/coordinator.

Advising in the Department of Curriculum and Instruction is required.

Contact Person:

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