The marketing program blends traditional marketing education with practical business experience—a combination that adds the extra dimension necessary for a successful career.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Qtr. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2800</td>
<td>Introduction to Marketing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Note: Business students take this course as part of the Business Core.</td>
<td></td>
</tr>
</tbody>
</table>

Select five remaining marketing courses. Courses include:

- MKTG 2910 Consumer Behavior 4
- MKTG 2920 Business-to-Business Marketing 4
- MKTG 2930 Methods of Marketing Research 4
  Additional Prerequisite: INFO 1020
- MKTG 2945 Global Product Innovation 4
- MKTG 3110 The Power of Professional Selling 4
- MKTG 3130 Selling in a Digital World 4
- MKTG 3140 Sales Management & Leadership 4
- MKTG 3380 Supply Chain Management 4
- MKTG 3400 Introduction to Advertising 4
- MKTG 3425 Brand Management 4
- MKTG 3435 SXSW: Marketing, Tech & Innovation 4
- MKTG 3450 Advertising Media Strategy 4
- MKTG 3460 Advertising Creative Strategy 4
- MKTG 3475 Mobile Marketing 4
- MKTG 3480 Foundations of Digital Marketing 4
- MKTG 3485 Search Engine Marketing 4
- MKTG 3490 Social Media Marketing 4
- MKTG 3495 Tech in Marketing 4
- MKTG 3630 International Marketing 4
- MKTG 3635 International Consumer Behavior 4
- MKTG 3640 Services Marketing 4
- MKTG 3650 Innovation Strategies 4
- MKTG 3660 Sports & Entertainment Marketing 4
- MKTG 3705 Topics in Marketing 4
- MKTG 3980 Marketing Internship 4
- MKTG 3991 Independent Study 4

**Marketing Minor Requirements — Business Majors** 20

**Marketing Minor Requirements — Non-Business Majors** 24

(Note: Non-business majors with a minor in both Business Administration and Marketing cannot count MKTG 2800 toward both minors simultaneously. Instead, an additional MKTG prefix course will be required in its place.)