International Marketing Career

Recommended Marketing Curriculum

**Required Core (12 hours)**

- MKTG 3323  Consumer and Market Behavior
- MKTG 4333  Marketing Research
- MKTG XXXX  Marketing Analytics
- MKTG 4683  Marketing Management*

* Students earning the Certificate in Customer Interface Excellence should take MKTG 4693.

**Recommended Marketing Electives (15 hours)**

- MKTG 3933  International Business
- MKTG 4553  International Marketing
- MKTG 4223  Supply Chain Management
- Plus six hours of other electives

Students interested in International Marketing Careers should consider adding an International Business minor or becoming a double major in Marketing and International Business. Students should consider taking international courses for their required business electives. Non-business electives can be substituted with approval from the Chair of the School of Marketing and International Business.

For more information contact: