Promotions and Advertising 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 3433  Promotional Strategy
- MKTG 4993  E-commerce/Digital Marketing
- MKTG 4343  Brand Marketing
- MKTG 3473  Professional Selling

Plus three hours of other electives

Students interested in Promotion and Advertising Careers can consider courses offered in any business discipline for their 12 hours of 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: