Services 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 4773  Services Marketing
- MKTG 3473  Professional Selling
- MKTG 3813  Business-to-Business Marketing or MKTG 3613  Retailing Management
- MKTG 3433  Promotional Strategy
- Plus three hours of other electives

Students interested in Service Marketing Careers should consider courses offered in Marketing, Finance, and Accounting 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: