

# International Marketing Career

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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: