

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: