

Professional Selling and Sales Management Careers

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 3473	Professional Selling
MKTG 3513	Sales Management
MKTG 3511	Sales Practicum
MKTG 3813	Business-to-Business Marketing
MKTG 3313	Personal Marketing and Professional Development

Students interested in Physical Distribution 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: