

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: